AMERICAN BUILDER
THE WORLD'S GREATEST BUILDING PAPER

75¢

IN THIS CONVENTION ISSUE . . .

1956 PRODUCT SHOW

COMBINED GUIDE TO SHOW AND CHECKLIST ON PAGE 253

JANUARY 1956

NuTone Announces the WORLD'S FIRST "IN-BUILT" Food Preparation Center!

1 *It's a Large Mixer* **2** *It's a Food Blender* **3** *It's a Knife Sharpener*

It's Here NOW!

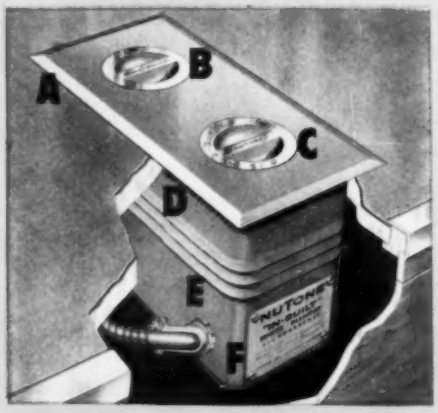
THE KITCHEN APPLIANCE of the FUTURE

. . . saves precious workspace on kitchen counters

Here are the three most widely used kitchen appliances — a Food Mixer - Blender - Knife Sharpener - all *in-built* — completely recessed — fits flush with any counter space — operated from one powerful, sealed-in motor. Stainless steel counter plate holds the enclosed switch.

The Food Mixer is revolutionary in design — bowl is Anodized Aluminum — motor-driven — full 3½ quart — unbreakable — the world's *finest* mixer! . . . The Powerful Blender has 6 speeds — stainless steel blades — sealed in for safety. Women will love the unusual Electric Knife Sharpener — guaranteed to give finest blades a long-lasting sharpness!

***Guaranteed* by NuTone — one of the most dependable names in the Electrical industry. U.S. & Foreign Patents Pending.**



A. Stainless Steel Plate
B. Selecto-Matic Drive Cover
C. Recessed Speed Dial
D. Adjustable mounting bracket
E. Air discharge ports
F. Removable plate for wiring

A BIG, NEW FEATURE FOR YOUR 1956 HOMES!

This world's first — NuTone *in-built* kitchen appliance will excite the enthusiasm of all home buyers. It will set a complete new small-appliance trend towards *in-built* construction — along with in-built ranges, refrigerators etc.

NuTone guarantees its Mixer - Blender - Sharpener to be as *good* or *better* than *any* nationally known individual appliance of its kind. We have independent laboratory tests to prove this claim!

Write for specifications and 4-color folder.

NuTone, Inc., Appliance Division, Dept. AB-1, Cincinnati 27, Ohio

latest addition to the built-in trend

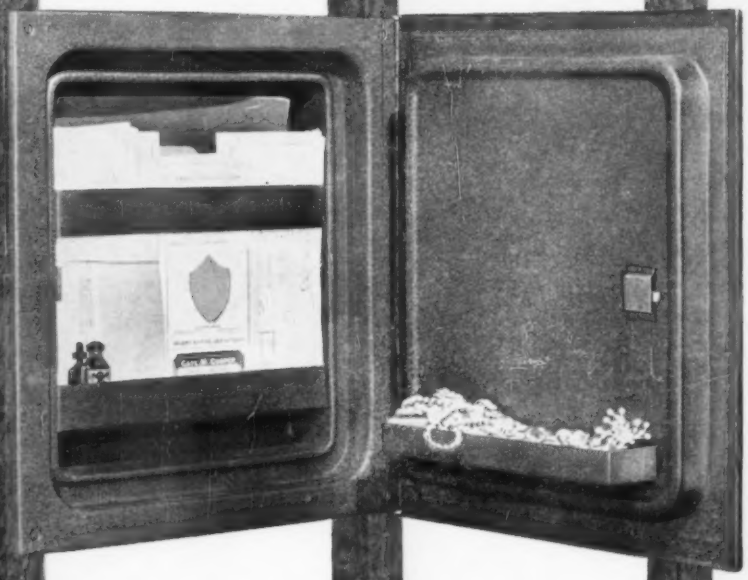
kwikset®

SECURE-ALL SAFE

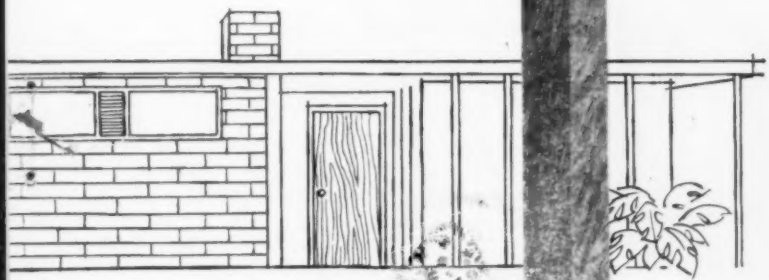
Helps You Sell Your Homes

Here is a new luxury feature at a cost so low you'll want to use it in every home you build. It's a feature your customers can see and appreciate for the convenient protection it affords home valuables. Fire, water and theft resistant, the Kwikset SECURE-ALL SAFE is easy to install in any standard 4" wall, between 16" studs.

Inspect the Kwikset SECURE-ALL SAFE—you'll see that this safe offers sales advantages you can advertise and demonstrate. You'll also find that no other residential wall safe offers so much value at so little cost.



SEE THE
KWIKSET
SECURE-ALL SAFE
AT BOOTH 462-3-4-5
NAHB CONVENTION



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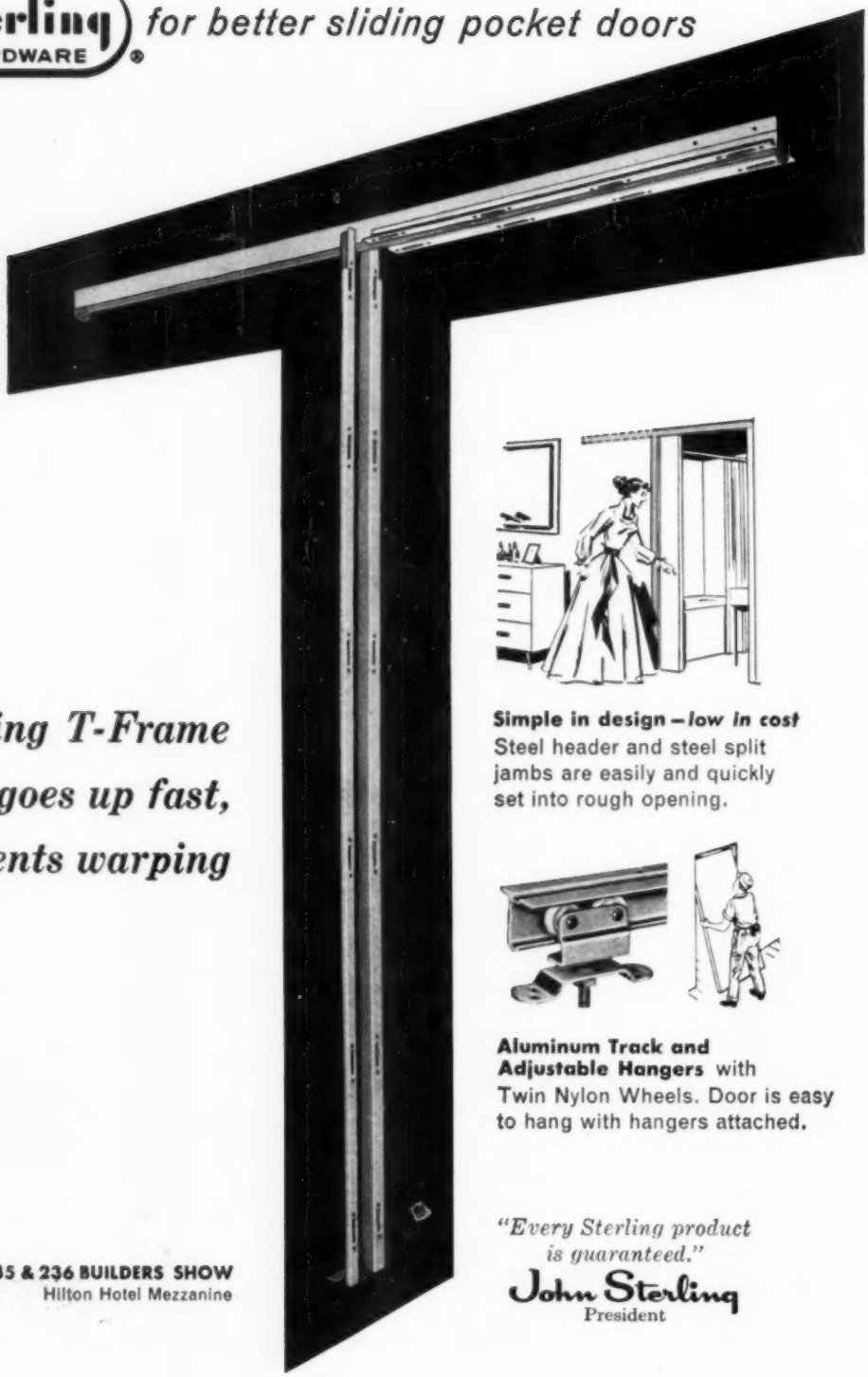
Sterling HARDWARE® *for better sliding pocket doors*



Sterling T-Frame goes up fast, prevents warping

Simple in design—*low in cost*
Steel header and steel split jambs are easily and quickly set into rough opening.

Aluminum Track and Adjustable Hangers with Twin Nylon Wheels. Door is easy to hang with hangers attached.

BOOTHS 235 & 236 BUILDERS SHOW
Hilton Hotel Mezzanine

"Every Sterling product is guaranteed."
John Sterling
President

See our catalog in Sweet's or write for complete details today

STERLING HARDWARE MANUFACTURING CO. • CHICAGO 18, ILLINOIS

AMERICAN BUILDER
NORTHERN EDITION

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

Unique builders' service

A new idea in trade-ins got started last month: the arrangement is made possible by a new corporation headed by Frank Kilbane, and formed by members of the Cleveland-Ohio Real Estate Traders Club. If a property traded in on a new house has not been resold by the Traders Club for the builder in 90 days, the corporation buys it outright, and gives the builder his cash. The club then trys to resell the trade-in at its own risk. They say the plan will prove a boom to builders who find themselves in a moderately "frozen condition."

Knock on wood

Builders who find many materials in short supply next year may find it easier to build with lumber. According to the National Lumber Manufacturers Association, the logic of the new opportunity in lumber runs like this: two federal programs that may come to pass in 1956—an expanded highway program and more liberal federal aid to education, including federal subsidies for school construction—will both compete against each other (and other types of construction) for available materials. That kind of demand will make it tough to buy many materials even now in short supply . . . except, of course, lumber.

New kind of pitch

Prospects of further hikes in building costs and labor for 1956 make it advisable for potential home buyers to put down their deposits as soon as possible, says Leonard Kohl of Kohl and Feld, Inc., New York City, N.Y., and Montclair, N.J. Now *there*'s an idea for your next ad: tell them to act now and get, most probably, a better home today at a lower price than would be possible later on.

Demand from a new source

Urban redevelopment programs will play a much bigger part in creating a demand for new housing in 1956 than most of the forecasters appreciate. Take Worcester, Mass., as an example of what is happening in many, many cities: approximately one square block of inhabited residential units was recently razed to make way for city-owned garages; still more units were wrecked to allow an express highway to be extended to the heart of town; and still more blocks will be cleared for an urban renewal development. In all, 300 homes were torn down. When those 300 families seek new shelter, either by buying or renting, the eventual outcome—on the grade-up system—will be 300 new homes sold by Worcester builders.

Opportunity in odd places

Speaking of urban redevelopment, you may recall an American Builder article several years ago about an alert Toledo, O., builder: when a super highway program called for the demolition of a number of sound houses, he bought them and moved them off their foundations to a new suburban site. He then modernized them, inside and out, and sold them at a good profit. It's still a good idea.

More about modernization

Dozens of magazines are playing up modernization starting now. One of most ambitious magazine-programs is Better Homes & Gardens' Home Improvement Contest: $25,000 will be given away in prizes during 1956 and the contest will be featured throughout the year in BH&G's pages. You simply can't afford not to hang out your remodeling shingle!

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Textolite®

PLASTIC COUNTER AND WALL SURFACING

Ever stop to think how many new-home sales are clinched in the kitchen? More often than not, your “star salesman” is Mrs. Prospect, especially when the kitchen is equipped with long-wearing G-E Textolite counter tops!

G-E Textolite is designed to appeal to all your customers. There are over 70 breath-taking designs and colors . . . and because Textolite resists *heat, stains* and *scratches,* it gives “years of wear . . . with minutes of care!”

Why not give your kitchen that custom-made G-E quality look? Specify G-E Textolite plastic surfacing in your new homes—it's easy to work with—and easy to sell.

SEE G-E TEXTOLITE AT THE NAHB SHOW, BOOTHS 111 AND 112, CONRAD HILTON HOTEL, CHICAGO, JANUARY 22 TO JANUARY 26.

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GENERAL ELECTRIC

General Electric Co., Section AB 1-6, P.O. Box 5911, Cleveland 1, Ohio

Please send me the new *Full-Color Booklet* with a complete selection of G-E Textolite patterns.

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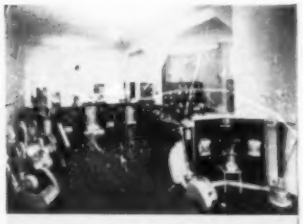

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Impact

To The Editors:
American Builder
30 Church Street
New York 7, N. Y.

Looking Forward

I was very much interested in the "House of 1979" in the American Builder (August-1954), and we'd like to go into this idea further in connection with the 1956 Portland home show. Do you have any plans drawn for this type of house, or any further information on it other than that given in the "Builder"? . . .

—Al Learman, Managing Director, Portland Home Show
Portland, Ore.

"The house of 1979," theme for our 75th Anniversary Issue, was not an actual house. It was, however, a compilation of actual ideas in use in many houses; they were the most advanced ideas we could find and we brought them all together under one editorial "roof" in that issue. That's why no plans are available.

Still One Trillion!

Your December issue on page 3 (The Opportunity Page) reads One Trillion! "According to the wiring people, electrical consumption in 1963 will reach one trillion kilowatt hours compared with the present 540 million kwh." This means . . . an increase of 2000 fold. Impossible . . . where is your error?

—A. DeDoes, City Hall
Kalamazoo, Mich.

"If it sounds like Arabian nights, remember the electrical progress since 1935": that's a quote from the Washington (D.C.) Post, the newspaper that first published the story that went into our pages as an Opportunity item. And one trillion kwh is absolutely correct. An increase in the use of electrical gadgets will account for part of the seemingly fantastic statistic.

Here's Our Policy

. . . we would like to inquire about the possibility of securing reprints of the article, "Estate Planning for the Builder" (October American Builder, pp. 98-99).

—George H. Kelley, Manager of Sales Publications, New York Life Insurance Co.
New York, N. Y.

American Builder is always pleased either to make available reprints of popular articles or to grant permission to do the reprinting yourself.

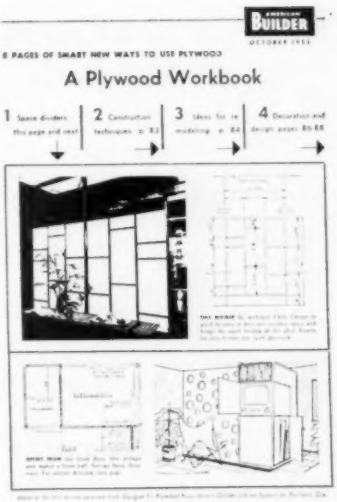
That's Our Editor!

Dear Ed Gavin: After warning you that our speakers usually speak from twenty-five to thirty minutes, I was delighted that you kept them on the edge of their seats for a full hour. It is pointless for me to tell you how interested they were when you saw for yourself. However, "the most interesting speech I've heard" was a typical comment which came to me and you may not have gotten.

Our entire Association joins me in thanking you for taking the time to visit Charlotte. Undoubtedly it was one of the top programs we have ever had.

—Robert W. Barker, Executive Director, Home Builders Association of Charlotte, Inc.
Charlotte, N. C.

Our modest Editor tries to hide letters like this. He has a great file of them. We found the file and thought you might like to read just one. —The Editors



This And Lots More

. . . I found on my return the October issue of American Builder. I'd like to say . . . that this is one of the most gratifying spreads (A Plywood Workbook, pp. 81-88) on the subject that we have seen . . .

. . . a tough subject for a down-to-earth builder publication to handle. Certainly your presentation was extremely skillful and effective. I personally have brought it to the attention of everybody in the office. . . .

—Thomas C. Sias, Douglas Fir Plywood Association
Tacoma, Wash.

Naturally, we're happy to know that "A Plywood Workbook" rang a bell with you. It also rang bells with our builder-readers. In fact, we're now set to start a series on built-ins as a result of the popularity of our October issue. Look for the first article in February. —The Editors

AMERICAN BUILDER WELCOMES YOUR IDEAS. We'll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We'll not use your name if you feel strongly about it.

Make this Test

for Heat Flow in Buildings

Try this experiment. Take a piece of multiple accordion aluminum. *(We'll send you some free samples.)* Hold it very close to your cheek without touching. You'll be surprised! Notice how, in seconds, your cheek feels a glow of warmth. Why? Because the heat rays which are leaving your face (although without temperature), are being thrown back again at a 97% rate by this amazing insulation. Reflected to your cheek, the rays are now reabsorbed at a 90% rate and turned into heat.

THE BIG THIEF

The same thing happens in building spaces. This simple experiment illustrates an extremely important principle of heat flow. The greatest thief of fuel, of heat, and of comfort in buildings in winter, and of comfort and electricity for air-cooling in summer, is the flow of heat by Radiation.

Put multiple sheets of prefabricated accordion aluminum insulation inside wall and roof spaces, and you bar the path of this thief. For multiple accordion aluminum throws back, with 97% reflectivity, the heat rays that strike its surfaces. It also retards, most effectively, the flow of heat by Convection, Conduction, and Vapor Flow.

The tough aluminum sheets in multiple aluminum are almost completely impervious to water vapor, and are long and continuous. Infiltration under flat, stapled flanges is slight.

Where multiple aluminum is used, fortuitous vapor and water (for instance rain) which intrude into wall and similar spaces, will gradually flow out as vapor through exterior walls and roofs as pressure develops within, because vapor flows from areas of greater to less density. The vapor cannot back up through the continuous, almost completely impervious aluminum, so it flows *out* because exterior walls and roofs have substantial permeability compared to aluminum, far greater than the required 5 to 1 ratio.

For maximum uniform depth protection against heat loss and condensation formation, use **edge-to-edge** multiple aluminum,* **each** sheet of which automatically stretches from joist to joist.

*Patent applied for.

How thermal losses can be reduced by successive sheets of metal and air layers is described in the booklet, "Insulating Effect of Successive Air Spaces Bounded by Bright Metallic Surfaces" published by the American Society of Heating and Air-Conditioning Engineers. This report is well worth reading. Obtain it free—Send the coupon.

COST OF EDGE-TO-EDGE INFRA
Multiple Aluminum Insulation
installed in new construction between
wood joists, material and labor
Type 6-PS about 10¢ sq. ft. Type 4-PS about 8¢ sq. ft.

Infra Insulation Inc., 525 Bway., N.Y.C. Dept. B-1

Please send ☐ ASHAE booklet, "Insulating Effect."

NAME _____

FIRM _____

ADDRESS _____

The Building Outlook

NORTHERN EDITION

SMALL TALK

IT FLOATS

A Cleveland chauffeur has just patented a design for a house that rises with high water and falls back into place when the flood recedes. He hopes to interest the prefab industry in going into full scale production.

THERE'S NO LIMIT

You haven't see the last on kitchen built-ins yet. Manufacturers of wood kitchen cabinets predict that refrigerators will follow the trail blazed by built-in wall ovens and ranges.

FULL SPEED AHEAD

The lumber industry will step up its program of technical assistance to builders, architects and engineers. Look for a new "how to do it" manual on recommended framing and construction details, more data on the cost of wood construction versus other materials.

SHARING THE LOAD

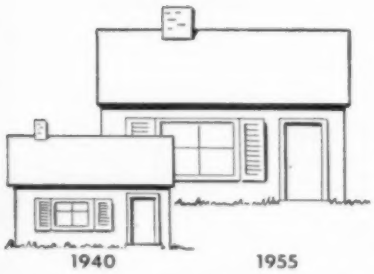
The New Jersey HBA feels that it has an answer to the school problem in a program that was introduced by past president Richard D. Hudson. Basically, it's one that covers the entire state and has one governing body empowered to tax industry (as well as home owners, of course) so that the burden is shared by everyone who benefits from free education. American Builder says: keep your eye on this program.

EVERYONE'S TALKING ABOUT a new sewage treatment plant at Hampton Lakes, N. J., that may well be the solution that builders are looking for when they face the sewage problem "out beyond the mains." The plant consists of three structures and would occupy 1,300 square feet of land if Moss Brothers and Sons, builders, hadn't seen to it that 98 percent of the plant would be *underground*. Each structure, built of reinforced concrete, will go down 18 feet; the tallest will have only 10 feet showing above ground, another will be completely at ground level, the third will show only two feet above ground. (For other late developments in sewage treatment, see our article on Community Facilities, page 80.)

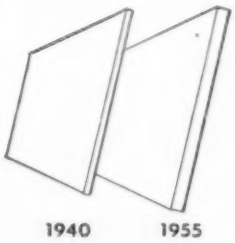
IS IT A BOOM THAT WILL GO BUST? Arthur O. Dietz, president of C. I. T. Financial Corp., says that although the economy has hit an all time high, its current level is merely a step in a long term growth-curve that will see its most powerful upsurges in the 1960's. But now let's listen to Howard C. Sheperd, chairman of First National City Bank of New York: he says that our present business boom has got to slow down before it drifts into inflation and a cycle of boom and bust. "The boom cannot continue at the pace set this year," he warns.

BANKS ARE BEGINNING TO GET TOUGHER about extending mortgage credit to would-be home owners who are making heavy payments on new cars. A recent issue of U. S. News & World Report sums up the situation by quoting an El Paso, Tex., real estate broker: "The auto salesman is our biggest competitor." (American Builder has advised all along: get to your prospect before the auto dealers line him up for '56's).

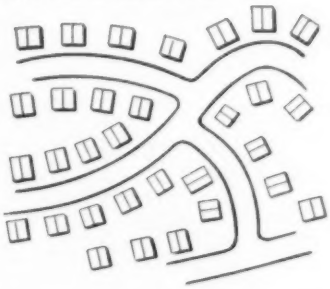
Here's why Gypsum's short...



HOUSES ARE GETTING BIGGER—The average new house in '55 has 1 to 2 rooms more than the '40 model.

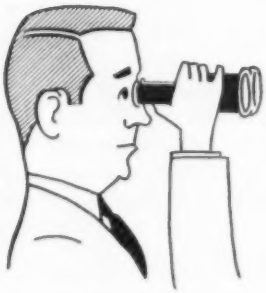


WALLBOARD IS GETTING THICKER—In '40, ⅜" was standard; in '55 the trend is toward ½"—takes more gypsum and more time to produce.



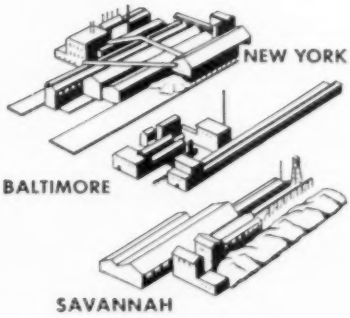
AND BUILDING IS BOOMING...602,000 houses were built in '40; in '55 over 1.3 million units will be started!

and here's what's being done about it



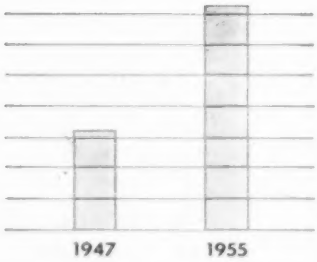
NATIONAL GYPSUM SAW THE SHORTAGE COMING

STARTED TWO-WAY PLANNING TO EXPAND PLANTS AND DEVELOP NEW DEPOSITS

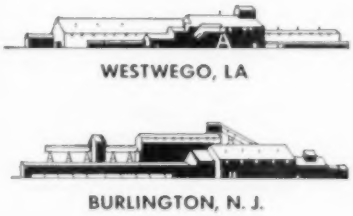


RECENT EXPANSIONS AT THESE 3 PLANTS HAVE INCREASED THEIR OUTPUT 33%.

JUST COMPLETED: $6 MILLION GYPSUM PLANT IN MIDWEST NOW IN OPERATION



WE HAVE MORE THAN DOUBLED OUR TOTAL GYPSUM PRODUCTION SINCE W. W. II AND THERE'S MORE COMING



THE NEXT STEP IN A NEW 5-YEAR $75 MILLION EXPANSION PROGRAM ARE THESE PLANTS, SOON TO START PRODUCTION

THE NATIONAL GYPSUM COMPANY, BUFFALO 2, NEW YORK

Gold Bond®
BUILDING PRODUCTS

Is construction at its peak?

By William C. Bober

If over-building worries you, read this analysis of our No. 1 Industry

Construction is today by all odds the biggest industry in the United States. In money expenditures, probably over $65 billions in 1956, it far outranks either agriculture or defense spending.

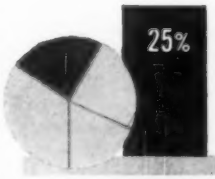
Its colossal size and its component parts are symbolized by the chart below. It shows that it is not merely a $44 billion industry. That total is for new construction only.

In addition to that sum, it is likely that over $21 billions will be spent in 1956 on modernizing, altering, maintaining and repairing the country's already existing 50 million dwelling units, plus the immense existing non-residential plant of every class and description. This huge market, which we may well call the "modernization" market, accounts for almost one-third of the grand total of the construction industry.

This modernization market has been consistently underestimated. It was not until the Census Bureau's nation-wide sample survey in 1954 that the first real light was shed on

(*Continued on page* 298)

How 65.5 billion dollars in construction will be spent in 1956

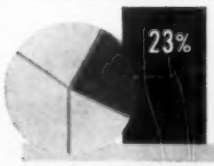


25%

PRIVATE NEW RESIDENTIAL

$16,500,000,000

Includes: one- and two-family dwellings; multi-family dwellings, dormitories, hotels.

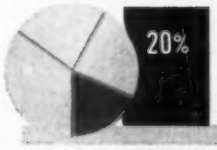


23%

PRIVATE NEW NON-RESIDENTIAL

$14,720,000,000

Includes: industrial; educational; commercial; hospitals; religious; farm; social; utilities; all other private.

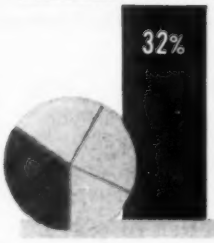


20%

PUBLIC CONSTRUCTION

$13,100,000,000

Includes: educational; hospitals; industrial; residential; military; conservation; highways; sewage; water supply.



32%

MODERNIZATION, ALTERATION AND MAINTENANCE

$21,200,000,000

Includes: Owner- and tenant-occupied dwelings; non-residential building; utilities; farm; highway; military; water supply and sewage disposal; all other.

Data by W. C. Bober based on estimates subject to change

Six of many project Andersen Flexivents®

"Flexivents increased our sales, helped cut construction costs," says Milton Fox, builder of Brentwood Oaks on Long Island. "We have used Flexivent Windows exclusively. They have proved to be a great asset in the construction and sale of our homes in Brentwood Oaks."

"Flexivents supply variety of appearance to our houses," say Earl Griffith and Bruce Pollock of Griffith-Pollock Building Corp., Flint, Mich. "With their buyer acceptance and low servicing cost, we find versatile Andersen Flexivents make ideal windows for us."

"We found Flexivents to be complaint-free, no costly callbacks," says Robert R. Wirsching, builder of home winning the NAHB Merit Award for Design in Region 14. "I have used Flexivents for the past year. I'm completely sold on them for contemporary homes I'm building."

Andersen WINDOWALLS are known by name to more home buyers and planners than any other window brand. Nationwide surveys show Andersen Windows are preferred 7 to 1 over the next brand of windows by these home buyers and planners. All across the country men who build homes for sale are finding that the Andersen Flexivent's high quality and unrivaled consumer acceptance, make it a prime selling feature for their houses. Discover the advantages Flexivents can bring you in the next project you build.

See the versatile Andersen Flexivent in our booth 569-572, Sherman Hotel, at the NAHB Convention.

builders who find help sell homes faster!

"We chose Flexivents for versatility plus buyer acceptance," says Roy Spande, builder of Westwood Gardens in St. Paul, Minnesota. "We find Flexivents offer economy of assembly and installation plus consumer acceptance that helps to sell our homes faster."

"Flexivents bring economy to our Lu-Re-Co project homes," says Carl E. Swartz, partner in J. J. Swartz Co., Decatur, Illinois. "Andersen Flexivents give us the wide range of appearance so much in demand in today's homes. We've installed over 1600 with no service calls."

"Good design . . . easy construction, quick sales with Flexivents," says Edward W. Pratt, president of Wake-Pratt Construction Co., in Royal Oak, Mich. "We like the clean, horizontal lines of Flexivents that give the impression of length to our houses."

Andersen *Windowalls*

*TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION, BAYPORT, MINNESOTA

Williams adds strong Buyer-Appeal

Sealed in Steel from Top

THE GUARANTEE OF QUALITY YOUR PROSPECTS WILL RECOGNIZE IMMEDIATELY!

New Williams' Levelizer

"SEALED-in-STEEL" MEANS *CLEANEST* HEAT EVER!

Because the new Eureka Williams warm air units are completely sealed in steel —only *filtered* air can pass through the heat exchanger into the home. This prevents contamination from musty odors or basement dust...insures cleaner, more sanitary, more healthful warm air for the whole family's comfort and protection.

Williams Quality Features Give Double Values!

FOR BUILDERS

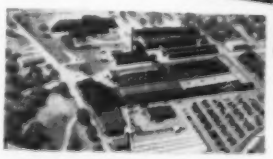
- ★ Cost-Cutting, Labor-Saving Installations—Sealed in Steel Units need no grout work or expensive sealing-in.
- ★ Quick, Easy, Sure Adjustments with the new Williams' Levelizer
- ★ More Models to Choose From
- ★ New Lower Unit Costs
- ★ Added Appeals to House Buyers

FOR HOME BUYERS

- ★ Automatic All-Weather Comfort
- ★ New Lower Cost Operation
- ★ Whisper-Quiet Performance
- ★ Long-Life Dependability
- ★ Advanced New Styling
- ★ The Cleanest Heat Ever—Sealed In Steel From Top to Bottom

Williams Helps You Sell!

Williams sells your market with an exciting new Advertising and Promotion Program—more pull-power for your best prospects!



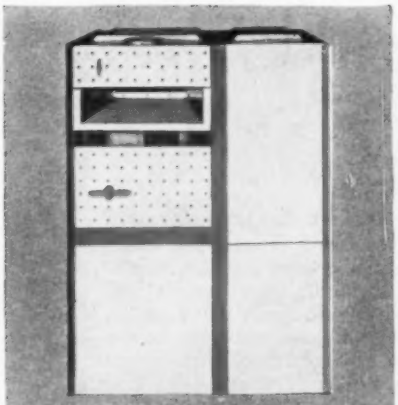
Eureka Williams' recent multi-million dollar plant expansion gives you *all* the benefits of today's most modern production and service facilities!

Visit us **At The NAHB Show, Booth 834, Chicago Coliseum** *or write* **for complete information.**

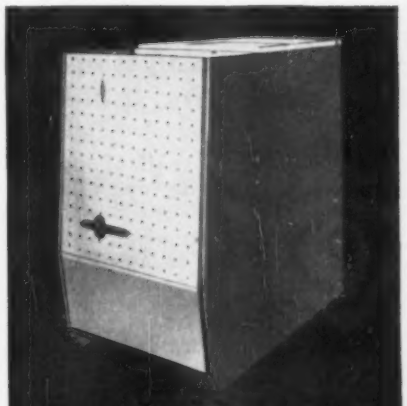
to homes in every price range!

to Bottom...THE ALL-NEW, YEARS-AHEAD

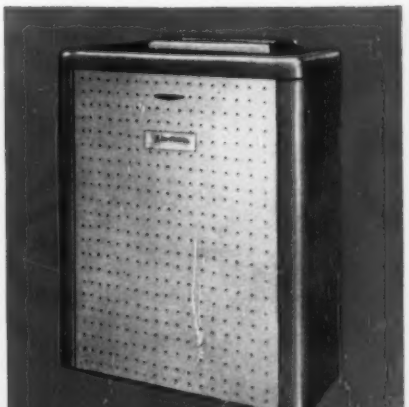
1956 WILLIAMS LINE INTRODUCES THE CLEANEST LOW COST, AUTOMATIC HEATING AND COOLING EVER KNOWN!



New Williams
GAS-O-MATIC
Home Heating Units



New Williams
OIL-O-MATIC
(Low Pressure or High Pressure)
Home Heating Units



New Williams
AIR-O-MATIC
Home Cooling Units

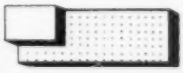
Williams is on the Move!

Here's the most practical, *complete* line ever developed to help you move homes...completely flexible, completely versatile—designed to meet your requirements for gas or oil heating and summer cooling at low cost. Williams is on the move to help you move homes with profit building results! Have a Williams builder-specialist show you how much *more* Williams can do for *you*, before you start your next development!

EUREKA Williams
OIL-O-MATIC
GAS-O-MATIC
AIR-O-MATIC

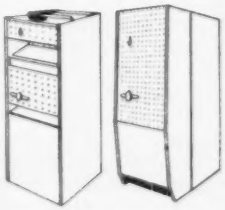
EUREKA WILLIAMS CORPORATION, BLOOMINGTON, ILLINOIS
Also mfd. in Belleville, Ontario, Canada—and in Sweden, Denmark, France, England and Australia

MODELS TO FIT EVERY NEED



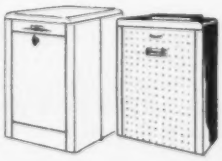
WARM AIR HEAT

Available in Lo-Boy, Hi-Boy, Counterflow or Suspended models for oil and all types of gas...natural, mixed or LP. Complete range of sizes. Top quality construction throughout. Heavy-gauge, durable, long-life, heat exchanger. Sealed-in-Steel for *cleanest* heat ever!



WET HEAT

Oil and gas fired cast iron, and oil fired welded steel boiler burner units, for hot water or steam in complete range of sizes for home installations. Extra strong quality construction in accordance with A. S. M. E. code. Gas boilers approved by A.G.A.



AIR CONDITIONING

New, modern, efficient units to fit every home, every need. Comprehensive selection of both air and water cooled units.

"We Cut Labor Costs 50% with our SKIL Radial Saw

...and what's more, accurate SKIL cuts give us better quality work!"

Says Mr. V. K. Nelson, Home Builder
Speedway City, Indiana

Savings in time and labor! These advantages put builders and contractors "on record" in favor of SKIL Radial Saws!

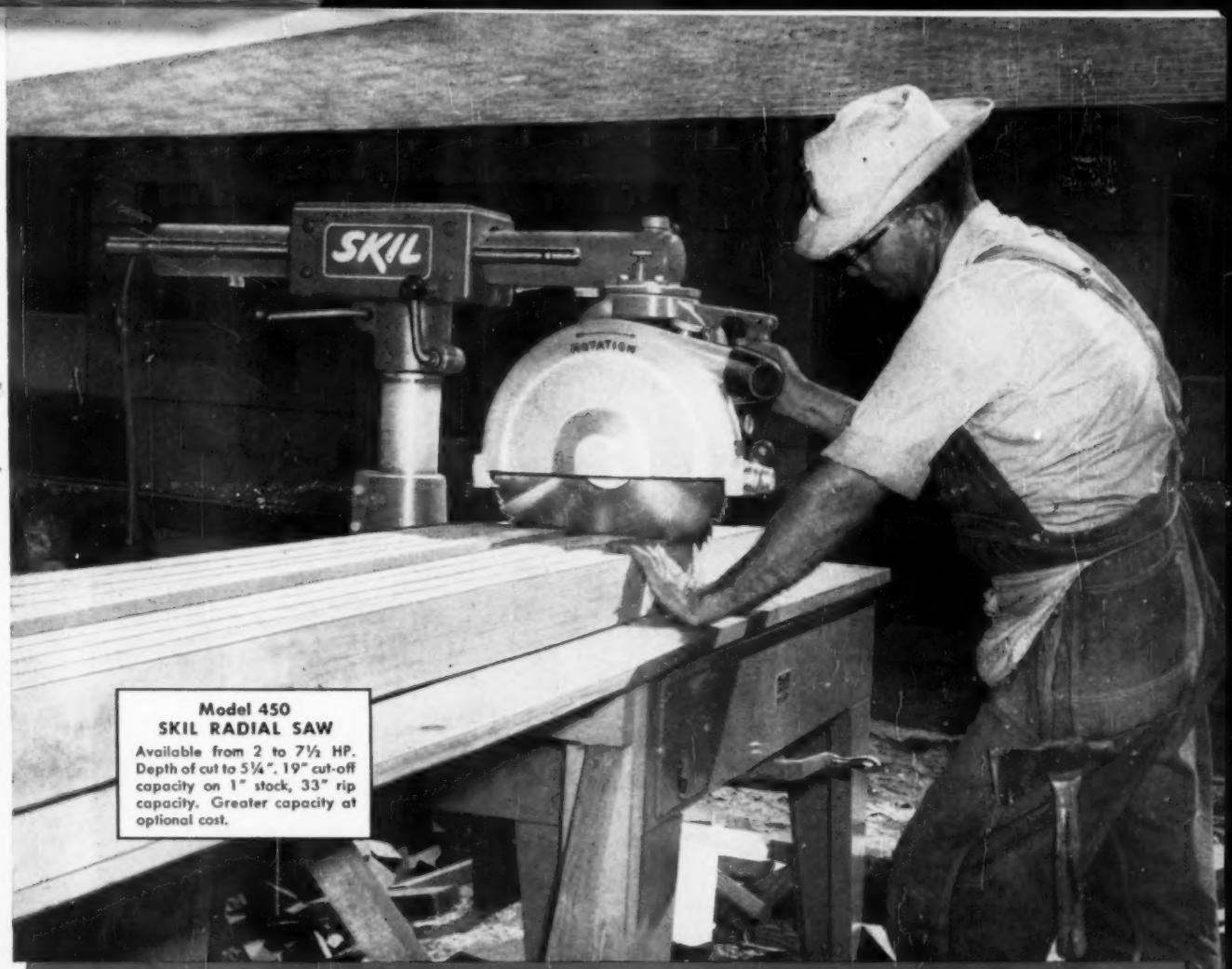
SKIL gives you much *faster* cutting than any other radial saw on the market. Exclusive "Retracto-Glide" Arm provides clear work area, eliminates over-arm interference, reduces set-up time as much as 30% because cutting head retracts *all the way*. Controls are within easy reach of operating position. No time is wasted making adjustments.

Let SKIL break your wood-cutting bottlenecks, and improve the *quality* of your work, too! Quickly and easily sets up for bevel, miter, compound or any complicated cuts. See how a performance-proved SKIL Radial Saw can simplify your material handling, reduce costs and increase output for *you!*

NOW! AN ALL-NEW PORTABLE SKIL RADIAL SAW!

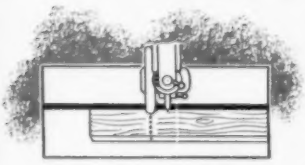
SKIL Model 649 delivers 25% more power to blade than any other 1½ HP radial saw!

Lightweight, compact, versatile SKIL Saw *goes directly to the job,* eliminates material handling work. Can be carried through doors for trim cutting after framing is completed. More power, makes bigger cuts than any other radial saw in its class. Handles tough bevel miters even on 2 x 8's or larger. Makes every type of cut through all sizes of lumber used in home building, light construction and general woodworking. Operates from any AC or DC portable generator set of 1500 watts output. An excellent value for top efficiency at low cost!

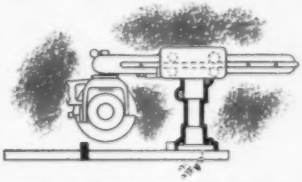


Model 450
SKIL RADIAL SAW
Available from 2 to 7½ HP. Depth of cut to 5¼". 19" cut-off capacity on 1" stock, 33" rip capacity. Greater capacity at optional cost.

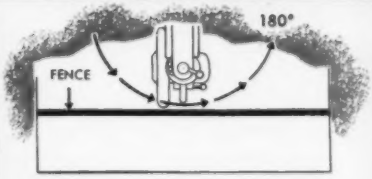
LOOK AT THESE STAND-OUT SKIL ADVANTAGES!



Clear work table! Provides plenty of layout room, more usable work area than other tables. No blind spots! No "ducking" under overarm!



Greater rigidity and support! Exclusive wide spacing of 8 grease-sealed ball bearings in the supporting head gives maximum strength and support.



Easy cut changeover! Because of short radius, cutting head is always moved back of fence through complete 180° arc. Any angle cut may be set up in one quick step!

- **Router-Shaper Attachment** for 3 times faster routing and shaping!
- **Optional Accessories** equip SKIL to cut metal, plastic, tile!
- **Convenient Controls!**
- **Safety Switch** prevents accidental operation!
- **Wrap-Around Upper Blade Guard**
- **Anti-kickback** articulated lower blade guard!

SKIL
PORTABLE TOOLS

Made only by SKIL Corporation
formerly SKILSAW, Inc.
5033 Elston Avenue, Chicago 30, Illinois
3601 Dundas Street West, Toronto 9, Ontario
Factory Branches in ALL Leading Cities

Over one million SKIL Saws in use

FREE!
No Obligation!
This may bring you important new benefits!
Mail Coupon
for on-the-job demonstration!

SKIL Corporation, Dept. AB-16
5033 Elston Avenue, Chicago 30, Illinois

☐ I would like a demonstration and FREE trial.
☐ Please send literature on SKIL Radial Saws.

Name _____

Address _____

City _____ Zone _____ State _____

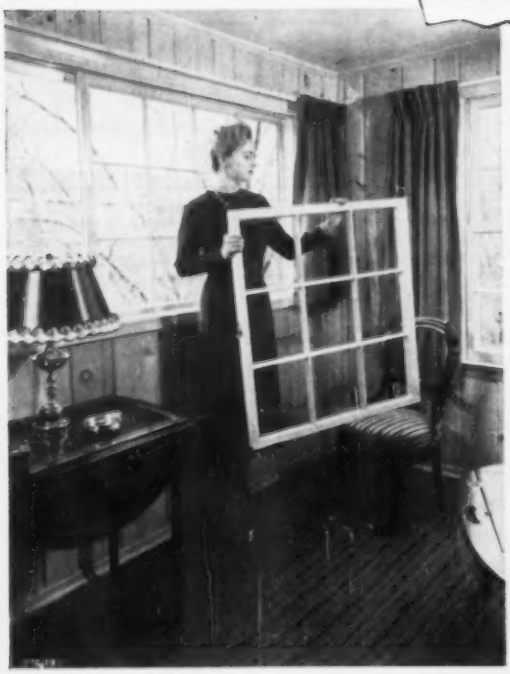
Martha liked our SUBURBAN model so much, that she selected this model for our own new home.

We built 36 SUBURBANS last year with awnings in the kitchen. Martha had to have Gliders.

HIGH-LITE GLIDING

R·O·W®

REMOVABLE WINDOWS



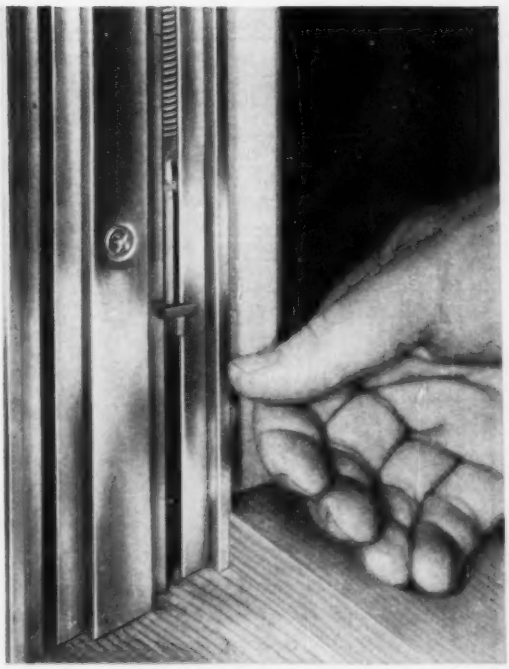
She insisted on REMOVABLE R.O.W. HI-LITE GLIDING windows for the west side of the den, too. That's her sister Mildred.

R. O. W. SALES CO., 1301 ACADEMY AVE. • FERNDALE 20, MICH.

Martha personally "Supervised" installation of the R.O.W. double-hung units in the bedrooms— POOR MIKE AND JOE!

REMOVABLE R·O·W® WOOD WINDOWS

She's a great one to clean windows —often— so the R.O.W. removable feature was an absolute must.



Naturally she loves the new LIF-T-LOX balance, makes raising and lowering a "finger pressure" deal.

R. O. W. SALES CO., 1301 ACADEMY AVE. • FERNDALE 20, MICH.

"We'll buy it" is a decision that can be powerfully influenced by the captivating colors of K&M Nu-Grain shingles. There's strong appeal, too, in the tasteful Nu-Grain wood-shake pattern, and in the horizontal shadow lines of the laid shingles. Shingles shown here are Nu-Grain Gray and Nu-Grain Brown. The other four Nu-Grain colors are Green, Red, Whitetone, and Canyon Coral. Choose any of the six exciting Nu-Grain colors—or combine two for siding that lends extra value and beauty to any home.

Beauty the years can't dim.

The color of K&M Nu-Grain Shingles is there to stay—defies sun and weather. Color is actually *built* in with ceramic granules imbedded into the shingles under hydraulic pressure. Nu-Grain Shingles won't burn, rot, or corrode—in fact, they become *harder* with age—because they're made of asbestos fiber and portland cement. A special silicone treatment resists water-borne dirt which ordinarily causes streaks under sills and other trim.

Get all the facts.

Check your *Sweet's Light Construction File* or *Sweet's Architectural File* for complete details on Nu-Grain Siding Shingles. Or write directly to us.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

K&M first in asbestos

Upgrading of MPRs approved—with strings . . .

. . . geared to price ranges, local conditions

While builders generally frown on Federal Housing Administration plans to step up its minimum property requirements another notch, an American Builder news roundup indicates that many are ready to give qualified endorsement if the upgrading process will:

1. Recognize different standards for various price ranges.
2. Permit changes to suit varying local conditions.

For instance, Mitchell Cope of Portland, Me., believes it to be in the best interests of the building business that a moderate increase in MPRs occur annually for these reasons:

"1. Per capita earning power increases in the United States from 2 to 3 per cent each year.

"2. It would assist in eliminating some causes of service calls for the builder.

"3. It would eventually prepare the way and form the basis for longer term mortgage financing."

However, before approving such FHA action, Cope suggests that "because of geographical location and soil conditions, the chief underwriter of each district should be able to qualify the requirements when necessary."

G. H. Wright Jr., president of Wright Construction Co., Raleigh, N. C., would take present controls as an average, keep them in effect for medium-price houses, lower them somewhat when dealing with low-cost homes and raise them for higher-price units.

Link valuation to quality

One of northern Indiana's larger builders specializing in low-cost homes feels strongly that while FHA should raise its sights on quality in several lines, "the builders' biggest problem is to get FHA to increase the valuation of the house enough to cover the use of true quality materials."

"Requirements for heating, water heaters and wiring are not high enough," he believes. "To replace or repair these items at a future date is very costly for the home owner. . . . There are still too many poor quality items of hardware, doors, windows, etc., accepted by FHA that should not be used by any builder."

On the other hand, he would relax FHA rules governing operations the buyer can easily add or do himself at a lower cost, such as painting gutters and downspouts, lawn seeding, use of concrete walks instead of stepping stones. For example, he points out that "a completed house could be given only two coats of paint on the exterior by the builder, while a third coat could be added a year later by the buyer, who could also paint the entire interior."

Pricing out of a market?

Several builders feel that new MPRs are out of line with the price of houses. "We are gradually pricing ourselves out of a market," declares Russell Showalter of Oklahoma City, newly elected president of the Oklahoma State Home Builders Assn.

"I do not think some of these requirements are properly thought out," he says, "with respect to cost in proportion to the benefit the home owner receives." In one such case, builders in his area sought a 60-day extension from FHA before it made effective a requirement to insulate under floors "in order to have time to get data to prove it was not necessary here."

Price appears to be the main reason why about half of the builders against any further advancing of the property requirement minimums. One developer in Louisiana reports that any more increases "would affect adversely the opportunities, and in some instances, even the possibility of home ownership."

Conflicting interpretations

A Texas developer now selling three to five houses a day with prices starting at $9,000, insists that current "requirements and other red tape imposed by FHA and VA have increased building costs tremendously."

Rather than change any more requirements, Dale J. Bellamah of Albuquerque, N. M., thinks that "far more important, from the position of the building industry, would be an authoritative clarification of conflicting opinion and interpretations of the present MPRs as now exist between different offices of the VA, between different offices of the FHA, and between offices of the VA and FHA. . . .

"After all, both agencies work from the same book. Why then, can't the interpretation be the same. I say 'more reason rather than more restrictions'."

Bellamah points out that latest MPRs are at least as restrictive as most state and local building codes. Anything more stringent, he reasons, "would only increase the price of the dwelling, incommensurate with the increase in structural soundness or livability of the dwelling."

Each boost cuts out buyers

From Phoenix, Ariz., John C. Hall, builder of Hallcraft Homes, insists that too many people are already unable to own their own home because of the high cost of construction and property. . . . "Increasing the minimum property requirements will increase the cost of the minimum house, thus making another group of families who are now in the marginal income bracket ineligible for home ownership."

On the side of those favoring upward revision of most standards and cutbacks in some is Val Zimmerman, whose Zimmerman Homes operate in several price ranges at Milwaukee. FHA should consider, in his opinion, "the varying conditions of different parts of the country, with assistance and consultation of reputable builders actually operating there."

Gale A. Goodwin of Rapid City, S. D., would like to see a standardization of the minimum requirements for various price ranges.

Will supply lines keep filled in '56?

- **Labor will be adequate, as will most materials**
- **In some areas, starts' slowdown may automatically solve the materials problems**
- **In other areas, builders will order early, use substitutes, even change their construction plans, if necessary, to keep production humming**

"Number of housing starts in 1956 will determine extent of shortages. We will continue to build as many houses as we can sell. We will attempt to minimize material shortages by placing firm orders with rated firms and obtaining firm commitments from manufacturers whenever possible."

This answer, from Lawrence J. Goldrich, president of the Leslie Construction South Corp. of Norfolk, Va., fairly typified the attitude of builders answering a nationwide telegraphic survey by American Builder, which asked: "Do you foresee any material shortages or labor problems to interfere with your operations this year?"

Many were confident they would obtain sufficient materials in their area, but some were not so sure, despite manufacturers of critical lines such as cement and gypsum board rushing additional facilities to completion in time to pack up production schedules. Little worry over the labor supply was in evidence.

Considering the southeastern area, Goldrich reported "present indication and past experience points to shortages in gypsum products, fibreboard, wall sheathing and oak flooring."

Plan paving speed-up

"It wouldn't be a normal year if we weren't faced with some shortage of materials and labor difficulties," says Clair M. Wilson of the Wilson & Johnson Co., Omaha. "We expect some critical shortage in cement to develop sooner this year, probably late spring. Consequently, we plan to step up paving operations in our development." He anticipates a short supply of gypsum wallboard, but no labor problem.

From Tulsa, Okla., L. R. "Andy" Latch, head of the Metropolitan Building Co., declares: "We see no serious material or labor problems here to interfere with building operations. The mortgage picture is a most serious deterrent, but we are hoping the 1956 political situation will thaw this threat."

Will substitute, if necessary

Like many builders, Allen K. Davidheiser of Pottstown, Pa., is getting used to shortages. "Sure, there will be material shortages in '56," he says. "We'll substitute as in the past, will use a different type of construction or may cut down production, but only as a last resort."

From the nearby Philadelphia area, Ralph Bodek of Upper Darby could "not foresee any material shortages or labor problems at the moment."

Goal: sell more houses in '56

"I'm very optimistic about the immediate future," is the word from Charles J. Lo Dolce at Berlin, Conn. He finds the material supply fair, although slightly more expensive, except for lumber prices, which are softening. As for labor: "men are available at higher hourly rates, but I'm concerned about carpenter labor next spring because of need of carpenters in rebuilding flood area."

Lo Dolce, a transplanted Long Islander who turned to low-cost projects in the Hartford area several years ago, is most concerned about tight mortgage money. "Loosening of controls is very, very important; however, the market is very good and I should build and sell more houses in '56 than in '55 in spite of the fact selling prices will be higher."

Labor to ignore 'drop'?

Labor may pose a problem on Long Island this year, believes Victor E. Kohn of the Winster Co., Huntington, N. Y., who believes "labor will ignore published figures of a drop in housing units and drum for a steady increase. He notes glass, "sheetrock," rocklath and plumbing china as "very tight"; adds ominously that "copper tubing and some other items are not really short, but in supply only to those willing to feed kitty."

(*Continued on page 306*)

LOOKING AHEAD TO BIGGER 'PREFAB' MARKET

Senator John J. Sparkman of Alabama joins some delegates at the Prefabricated Home Manufacturers Institute convention in Lookout Mountain, Tenn. (from left): Thornton E. Stokes, Fort Payne, Ala.; Sparkman; P. S. Knox Jr., Thomson, Ga., PHMI president; George E. Price, Lafayette, Ind., PHMI vice president; Charles E. Fry, Springfield, Ohio; Frank Baldus, Pittsburgh; Hart Anderson, Shakopee, Minn.; Harry H. Steidle, PHMI manager.

By John M. Dickerman, Executive Director, National Assn. of Home Builders

1956: A year of challenge to nation's home builders

The year ahead is going to be a good but highly competitive year for the home building industry. And like every year, it will produce its full share of problems. None appear insurmountable, but taken individually and together they offer a formidable challenge to the industry and its spokesman, the National Association of Home Builders. The principal problems, as I see them, are:

Dickerman

Top problem: mortgage money

Tightness of the supply of mortgage money in recent months has been one of the most critical problems confronting the home building industry. As we move into the year, it looks as though the greatest limiting factor on home building will be the availability of mortgage funds.

The tight mortgage situation, evident since last spring, has been complicated both by expanding credit demands from all sectors of the economy and by the efforts of those responsible for monetary policy to cope with this through general controls such as the Federal Reserve rediscount rate. The decline in housing starts which we now are witnessing, and which mean we will move into 1956 at a volume rate substantially under that of 12 months ago, reflects adjustments which have been taking place in the free money market, and not the mid-year credit restrictions.

While I believe there are good reasons for hoping that credit managers will ease the money supply during the course of the next year, I also feel certain that new sources of mortgage money must be sought out. The further exploration and development of pension funds as one good, new source should be continued. As we all know there are many technical and legal problems in this area which only time and diligent effort will solve.

Credit restrictions

Because of the lag and lead time factor in home building, because there are many months of business activity preceding housing starts, control actions affecting our industry always are slow in making their effects felt. Higher down payments and lower amortization periods ordered by FHA and VA last July have not, as I have indicated, had any substantial direct effect on the market. When they do take hold, it will be on a declining market. It is to be hoped that officials responsible for the restrictions will recognize this situation and the hardships imposed and remove them before they have further adverse effects.

Rising building costs

I am deeply concerned about the continuing rise in building costs. New price increases of building materials are in the offing; money has become more costly in many areas; land prices have mushroomed upward; wages in the construction field are likely to increase in many cities. Repeated increases in construction requirements by FHA and VA and local communities also play an important role in pushing up ultimate sales prices.

Thus far, the home building industry, through improved techniques in planning, purchasing and construction, has been able to offset to a remarkable degree the steady rise in building costs. But this cannot continue indefinitely. As houses become more and more expensive, the industry and its associates move further and further away from the large market that exists in the lower income and minority housing fields. Ways and means must be found to bring decent economical housing within the reach of all of our people. This is not only an obligation but a necessity for our industry.

Community facilities

NAHB earlier this year designated community facilities as the "Number One Industry Problem" and there has been no reason to change that estimate of the situation. The need for good schools, roads, water and sewage facilities is greater than ever and poses a tremendous problem not only for builders but for the community. And, it is only by the efforts of all elements in the community that intelligent steps can be taken towards a solution.

Rehabilitation; legislation

The forthcoming year will see new and greater efforts to eliminate city slums and check deterioration of older urban areas. The problem is great and progress at best has been slow. Meanwhile, time is running on during which the industry and our communities must get this job well under way—and before the anticipated great new housing demand of the mid-1960's absorb our men, material and energies.

With 1956 a presidential election year, housing is certain to be a major topic of discussion in Congress, at the national conventions and during the campaigns. Many of the problems I have already outlined will be aired and it is likely that the operations of the Federal National Mortgage Association (Fannie May) and the FHA will be carefully reviewed. In addition, an extension of the GI Bill of Rights and, of course, the perennial issue of public housing will be up for debate. Without doubt, there will be some rousing battles before the year is over.

Bright spot: continuing demand

One bright spot in 1956—and it's very bright indeed—is the continuing demand of the American people for new and bigger houses. Here again, some refinement of mortgage credit devices and a more equitable flow of money will be necessary to meet this demand fully. From all present indications and the fine state of health of the general economy, builders can look forward to a good, albeit highly competitive market throughout the year.

Total housing will, in 1956, for the eighth consecutive year exceed one million starts. The concensus is an output of around 1.2 million units, a decrease of 50,000 to 100,000 units from the anticipated 1955 volume. Dollarwise—in view of increased building costs, bigger houses and increasing demand for more new expensive materials and equipment—1956 should be roughly equal to the $14.6 billion estimated for 1955, the best business year in the history of the industry.

GI loans at peak

Revised Veterans Administration reports showed the agency guaranteed 64,497 GI home loans in October, totaling $717,344,355, highest amount in the program's history. These figures brought the total for first 10 months of 1955 to 527,918 loans totaling nearly $5.8 billion.

Battle continues on credit curbs

With all signs pointing to a continued high number of housing starts during 1956, the battle continues as to whether credit curbs are "good" or "bad."

Although he thinks housing starts on an annual basis of 2 million are "not out of the realm of possibility in the years ahead," Housing and Home Finance Agency Administrator Albert M. Cole is still engaged in carrying out the Eisenhower administration's policy to maintain starts on something like a 1.25 million basis in 1956.

Stating that his policy is one calculated to maintain a "high level" of starts in 1956, Cole indicated that 1.2 to 1.3 million is "high level" in the Eisenhower administration's book. He opined that there are neither funds nor market demand to sustain the 1.5 or 1.6 million starts which have been suggested for next year.

Cole's statements were echoed by federal officials appearing at a Senate Banking and Currency subcommittee hearing on government credit policies in housing and other fields.

LUMBER MANUFACTURERS' SELECTIONS FOR '56

New officials of the National Lumber Manufacturers Assn., elected at the 1955 annual meeting in Washington, D. C. (from left): Leo V. Bodine, executive vice president; Henry Bahr, secretary; Judd Greenman, board chairman; Lawrence D. Kellogg, president; Walter M. Leuthold, first vice president; J. R. Bemis, policy chairman.

Chairman William McChesney Martin, jr., Federal Reserve Board, joined the growing list of public officials who have said that credit restrictions are aimed at keeping inflationary pressures from getting out of hand. He conceded that general credit restrains as applied by the reserve board with increasing severity since April might have special effects on the housing industry, but said the board must keep its eye on the "general credit pool." Undersecretary Randolph W. Burgess of the Treasury also said he was not worried about the housing situation.

Levitt has other ideas

William J. Levitt, builder of Levittown, Pa., sharply disagreed, telling the group that current restrictions would cut his business by about 20 per cent next year. He said that general credit controls are not flexible enough to meet special demands of home builders.

DEALER'S VIEWPOINT

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

Many advertisers ignore 'tell customers where to buy' rule

A good many national advertisers who manufacture products commonly sold in retail lumber yards are disregarding one of the fundamental rules of good advertising. The rule in question is the one that says an advertiser always should tell the reader where he can purchase the product being advertised.

Northup

A survey of advertisements published in 10 consumer magazines revealed that only one-third of the 135 companies advertising products carried in retail lumber yards advised the reader to "See your retail lumber dealer" or "building material dealer" or something similar.

The others either didn't tell the customer where the product can be obtained, advised him to consult the classified telephone directory, invited him to write in for the name of the dealer, or suggested going to a hardware or department store.

Several outlets named

Oddly enough the list of manufacturers who did not refer the customer to his local lumber yard included six organizations producing wood or wood products. Possibly, these advertisers thought it unnecessary to tell the customer to go to his lumber dealer for something made of wood.

Quite a few advertisers named several types of outlets, suggesting, for example, that the customer go to his "hardware store, lumber dealer, or department store."

Some producers of standard lumber yard materials tell the reader to "See your (name of advertiser) dealer" instead of "See your lumber dealer."

Although the Saturday Evening Post survey showed that 82 per cent of the lumber dealers handle paint, only two out of a dozen paint manufacturers listed the lumber yard as the place to buy their product. Most of them said "See your paint dealer" or "See your hardware dealer."

Both sides can benefit

Those manufacturers who suggest the lumber yard as the source or as one source of their product undoubtedly sell more than they otherwise would and, in addition, they do the retail lumber industry a good service by reminding the public to visit their lumber yard where they also may find other things they want or need.

Those few extra words in a magazine advertisement might also win wider distribution for the products in addition to giving the lumber dealer a larger share of the demand. If enough people ask for a product that a dealer hasn't been handling, he sooner or later decides to stock it.

OFFICERS INSTALLED AT WICHITA

Executives of Wichita Assn. of Home Builders, installed December 1, include (from left) Don Alldritt, secretary-treasurer; Erle W. Jennings, president; J. A. Hendrickson, third vice president; Lloyd Forsse, first vice president. David Jones is the new second vice president.

S. JERSEY BUILDERS HEAR FHA HEAD, EDITOR

Michael Albert, Camden, N. J., FHA director and Ed Gavin, American Builder editor (front, from left), speakers at recent meeting of Home Builders League of South Jersey, with Blaise Ravikio, president. In rear are Harold Sarshik and Charles Gemberling, former association presidents.

Scholz to build two show homes in 64 hours

In the last 64 hours before opening of the 1956 International Home Building Exposition May 12 at the New York Coliseum, **Scholz Homes Inc.** of Toledo plans to erect two houses, 1,692 sq. ft. and 968 sq. ft., complete to landscaping.

Following the signing of contracts, **Donald J. Scholz**, president, said that every newly developed technique would be used to get the job done on time, with construction, decorating, furnishing and landscaping teams being "stop watch scheduled" for maximum efficiency.

Robert A. Durk, managing director of the exposition to be held May 12-20, said negotiations are under way for two other houses to be erected within the same time limit. All are to be located on the coliseum's second floor.

Donald J. Scholz signing contract to erect two full-size houses in 1956 International Home Building Exposition, New York, next May. Looking on are John Owen (left), director of exhibits and Robert A. Durk, exposition managing director.

Albany to award show house

Home Builders Assn. of Albany, N. Y., plans to construct a house to be ready for inspection by February 15 and to be awarded as grand prize at its 1956 home show March 3-10, according to **Harold Green**, committee chairman. . . . Two 26-year-old architects, **Richard Fleischman** and **James Hawver**, won the $1,500 top award in the "Ohio Home" contest sponsored by HBA of Greater Cleveland. Their design will be built in Cleveland's Public Hall as a feature of the annual home and flower show March 3-11. . . .

Other upcoming home shows: St. Louis, February 4-12; Philadelphia, February 13-18; Milwaukee, March 3-11; Rochester, N. Y., March 10-17; Detroit, April 7-15; Boston, April 14-21; Providence, R. I., April 23-28. . . . Madison, Wis., has set third week in May as date for its spring Parade of Homes. . . .

State groups elect

Earl R. Simpson of Brigantine, N.J., succeeds **Richard D. Hudson** as president of the New Jersey HBA. Other officers include **Louis V. Bossert** of Bordentown, first vice president; **William Marlon** of Elberon, second vice president; **Joseph Goldman** of Dumont, treasurer and **Charles A. Gemberling** of Haddonfield, secretary. . . . Ohio HBA elected **Raymond Sharp** of Cincinnati as president to succeed **Mel Kimmey** of Dayton. . . . **W. Howard Parsons**, veteran Erie, Pa., newspaperman, has taken over the post of executive director of the Pennsylvania State Assn. of Home Builders and is establishing a headquarters at Harrisburg. . . . **Franklin B. Wimer**, president of the Franklin Land Co., was installed November 14 as president of the HBA of Metropolitan Pittsburgh, with **Calvin D. Crawford**, first vice president; **Russell T. Miller**, second vice president; **O. John Valentine**, treasurer; **Hayward V. McIntosh**, secretary. . . .

Long Island picks Zummo

Anthony S. Zummo of Queens Village, N.Y., NAHB labor committee chairman, takes office January 1 as president of the Long Island Home Builders Institute, while his predecessor, **Emil M. Keen**, becomes board chairman. **A. Sidney Roth** was elected first vice president; **Willard L. Bergman**, **Daniel B. Grady**, **Nathan S. Siegel** and **William Hetzel**, regional vice presidents; **Lester M. Tobin**, secretary, and **Frank A. Clauson**,, treasurer. . . .

Zummo

HBA of Greater Kansas City installed its new president, **E. R. "Gene" Elgin**, at its annual Christmas dinner-dance December 2, along with other officers: **Harry Steinbaum**, vice president; **John S. Kelly**, secretary; **George D. Mittong**, treasurer. . . . Northern Illinois HBA also chose its Christmas party as occasion to install new officers: **Lee Newman**, director-chairman; **John E. Birch**, vice chairman; **Merritt R. Evans**, secretary; **H. Victor Hoyer**, treasurer. . . . **Ralph Aldridge** is president of the new HBA of Howard County, at Kokomo, Ind.

AllianceWare
PORCELAIN ON STEEL

Bathtubs · Lavatories Closets · Sinks

FOR THE FINEST HOMES AND APARTMENTS

Whether your demand is for sanitary fixtures in glistening gleaming white or for units of matched color in pink, tan, blue, green or grey, you'll find your choice in AllianceWare—the most complete line of formed metal sanitary fixtures—preferred by an ever-increasing number of progressive builders and plumbers from coast to coast.

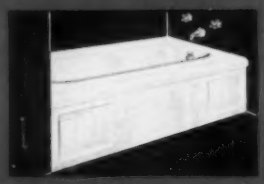
BATHTUBS

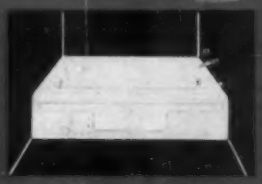
5-foot tubs—recess and corner models—of porcelain on steel each with an integral wall guard flange that prevents water leaks between tub and wall. The AllianceWare exclusive patented method of wall-hung installation keeps tub from settling and pulling away from the wall. AllianceWare design provides a "grab-rail" the full length of the tub for greater safety in entering and leaving the bath.

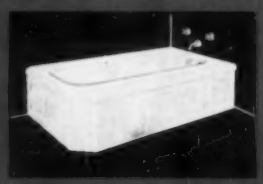
All AllianceWare tubs are available in white, pink, blue, green, grey, and tan.

For modernization —for a shower receptor

The AllianceWare "Junior" — a 42" recess tub illustrated below — excellent for modernization jobs in limited space and far superior as a shower receptor.







LAVATORIES

Wall-hung *shelf back lavatory* of porcelain-on-steel with or without overflow.

Flat rim lavatory with deep and generous bowl for tile or linoleum installations.

All AllianceWare lavatories are available in white and five colors.

CLOSETS

Close-coupled combinations —one a reverse trap, the other a wash down—the types most popular in today's construction. Each style assures positive, quick flushing.

Available in white and five colors.

DE LUXE SINKS

Porcelain on steel formed from heavy, 14 gauge. These sinks have double bowls or single bowls. Sliding drain boards are optional on some models. May be mounted on standard sink cabinets. Several models may be installed on legs without cabinet.

FLAT-RIM SINKS

Single bowl or double bowl, with and without faucet ledge. Also sink and tray combinations with and without faucet ledge. The design of these sinks permits a continuous tile or linoleum drainboard to run flush with the edges of the rims.

Write for the complete AllianceWare catalog of detailed specifications and installation diagrams.

Visit our display NAHB Show, Booths 168-169—Conrad Hilton

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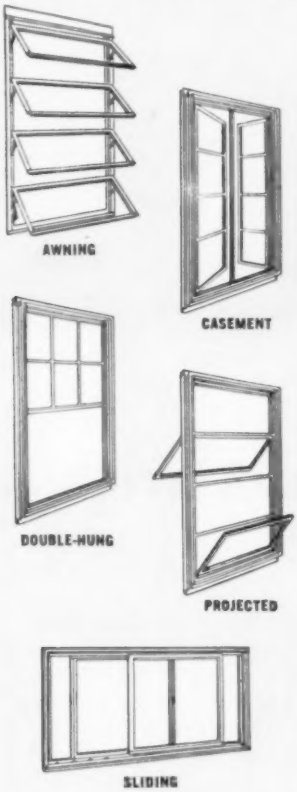
PORCELAIN ON STEEL

ALLIANCEWARE, INC. • Alliance, Ohio

Plants in Alliance, Ohio, Colton, California and Kilgore, Texas

Bathtubs • Lavatories • Closets • Sinks

SELL HOUSES FASTER with the TOUCH OF QUALITY



Quality Approved ALUMINUM WINDOWS

Builders everywhere are finding that houses actually do sell faster when they include such quality features as "Quality-Approved" aluminum windows. And that explains why aluminum windows are growing in popularity so rapidly.

A recent study of residential building by the U. S. Bureau of Labor Statistics shows that aluminum windows were used in 23.6% of the single-family houses completed during the first quarter of 1955 as against only 15.2% during the same period in '54.

The reason is quite clear. There is a definite trend to "Quality." Today's home buyers are looking for better value and more and more builders realize that "Quality-Approved" aluminum windows (double-hung, casement, awning, sliding, projected or jalousies) are a real sales asset.

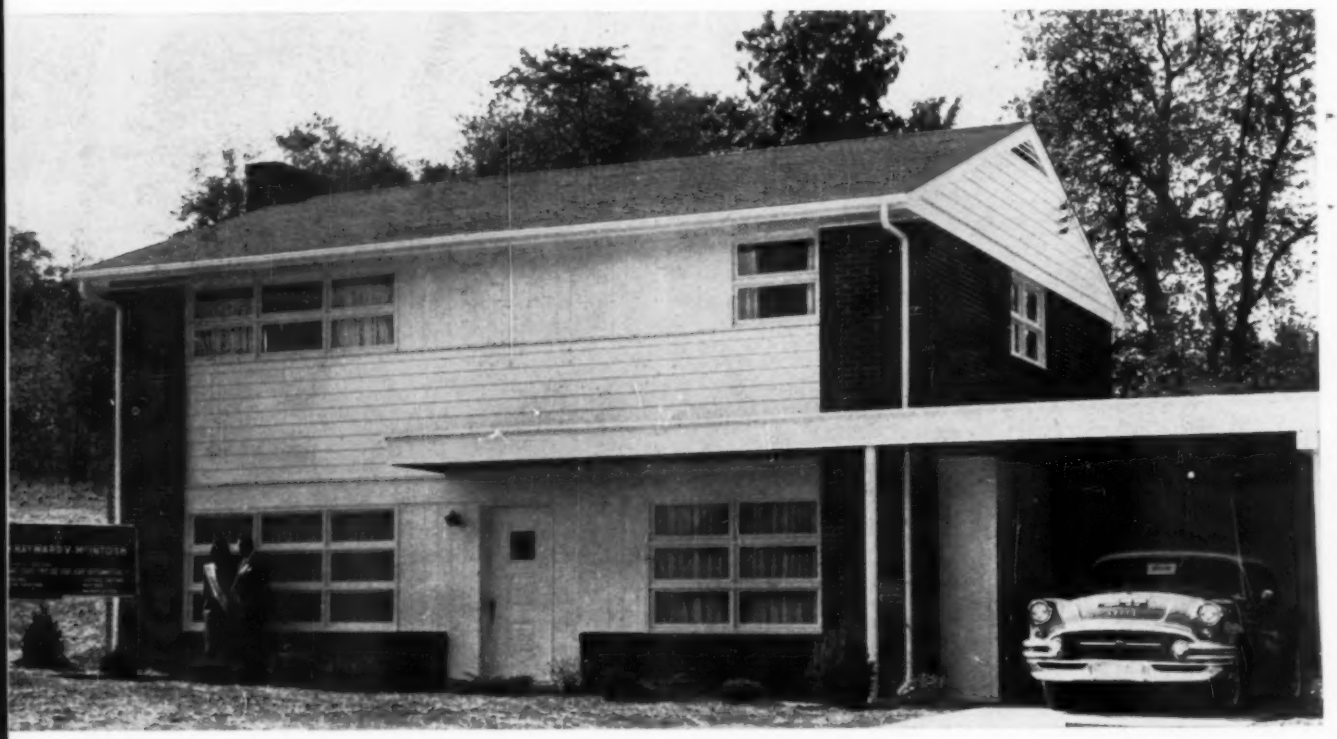
To make your houses more salable, give them the magic Touch of Quality by including "Quality-Approved" aluminum windows, complete with screens and storm sash, all in a single-package mortgage.

For additional information consult Sweet's or any of the quality approved manufacturers listed below, or write direct to Dept. AB-61.

Aluminum Window Manufacturers Association

75 West Street, New York 6, N. Y.

MEMBERS: Alcasco Products, Inc., Detroit, Mich. • The Wm. Bayley Co., Springfield, Ohio Bourne Products, Inc., El Cajon, Calif. • Coco Steel Products Corp. *(Sterling Aluminum Window Division)*, Chicago, Ill. • Cupples Products Corp., St. Louis, Mo. • Duralite Window Corp., Knoxville, Tenn. • Fentron Industries, Inc., Seattle, Wash. • Michael Flynn Mfg. Co., Philadelphia, Pa. • General Bronze Corp., Garden City, N. Y. • Luria Building Products, Inc., Bristol, Pa. • Metal Arts Mfg. Co., Inc., Atlanta, Ga. • Reynolds Metals Co. *(Parts Division)*, Louisville, Ky. • J. S. Thorn Co., Philadelphia, Pa. • Universal Window Co., Berkeley, Calif. Ware Laboratories, Inc., Miami, Florida • Windalume Corp., Kenvil, N. J.



Traditional "two-story" plays tricks

For a sloping site, many builders would automatically reach for a split level plan. But H. V. McIntosh had a different idea. Knowing the inherent economies of the two-story, particularly in respect to framing, he stuck to a simple rectangular plan and gave his buyers certain options as to the number of bedrooms, amount of equipment, etc. they might require. He further departed from the traditional way of thinking by creating an upstairs playroom that leads directly to the back yard.

Considerable care went into the technical problems of this Alquippa, Pa. house—heating, lighting, garbage and trash disposal, etc. Its all-gas equipment includes the following:

dishwasher	incinerator
range and oven	refrigerator
Youngstown cabinets	furnace
water heater	washer and dryer

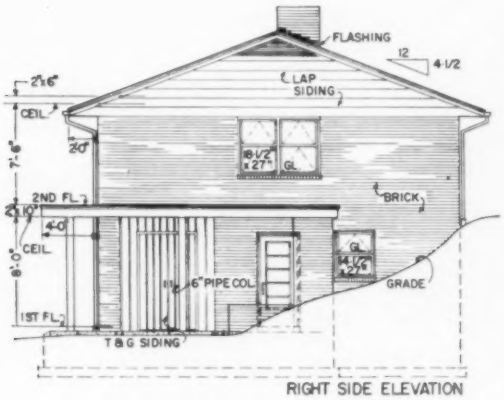
The refrigerator is a Servel; range and oven, Chambers; washer and dryer, Hamilton. The buyer gets all—no strings attached—plus an 80′ x 150′ lot for $19,000. But McIntosh knocks $1,000 off the list price for a buyer who has his own lot and thinks he can do without the incinerator and dishwasher supplied by the builder.

In a further effort to give the buyer what he wants, McIntosh makes it easy for him to have a four-bedroom house instead of a three—simply by taking out the playroom and moving over the upper level bathroom. This cuts down the length of the master bedroom somewhat, but it's still ample in size (12′ x 13′) for most people.

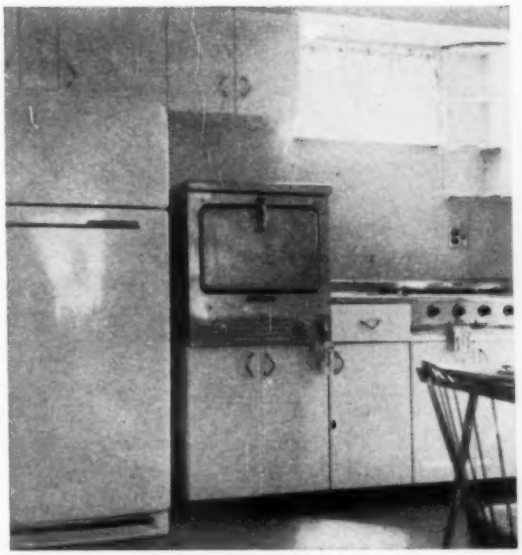
A surprisingly large amount of storage space is to be found in this two-story. One reason is the large closet in the carport. It alone accounts for over 100 cu. feet of storage space.

the MONTH for JANUARY

◀ **TAKING LEAVE** of the traditional all-brick front, builder Hayward V. McIntosh has varied lap siding with vertical, continued line of carport over front entrance. Street side of house is not too exposed, has Pella windows.



RIGHT SIDE ELEVATION

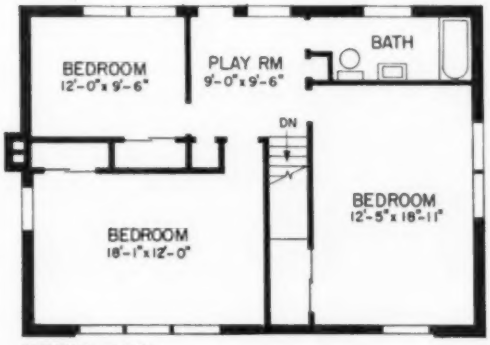


1. IT SMOOTHS OUT A SLOPE

DIRECT ENTRY to house can be made from either front or rear—without climbing long flight of steps. Upper level has door opening directly off playroom. House has conventional 2" x 6" rafters and ceiling joist construction with 4" batt insulation. Lower level has a slab floor.

2. IT LIGHTS UP A LOW KITCHEN

NO PICTURE WINDOW is to be found in this kitchen, but it nevertheless has adequate daylight because of windows on two sides. Built-in equipment is all gas; cabinets, steel. One of optional extra sales features in house is incinerator, located in corner of utility room.



SECOND FLOOR

FIRST FLOOR

3. IT PUTS A PLAYROOM UPSTAIRS

UP WHERE IT WON'T INTERFERE with housekeeping, playroom is on second level at head of stairs. Master bedroom is 19' long, may be reduced in size to make room for fourth bedroom. Lot levels off in rear to provide good play yard for children. Upper level has total of five closets.

4. IT RESCUES BASEMENT SPACE

"MAINLINER" LOWER LEVEL plan has large utility room containing mechanical core of house. Incinerator, forced air unit and laundry are located here. In revised version of plan (not shown) utility room was made even larger by removal of closet, which is now located under stairway.

New Oliver Jet Trencher for OC-3 Loader hooks up or detaches in 90 seconds

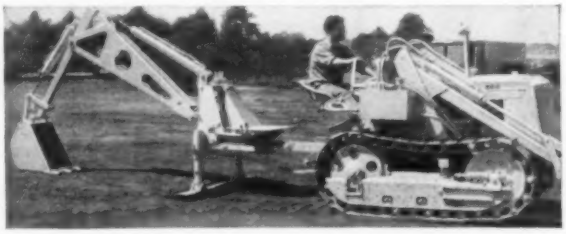
Exclusive 2-point hitch does the trick!

This new Jet Trencher is the perfect addition to the famous Oliver OC-3 Loader. It digs to 12 feet and lifts to 11½ feet—adds extra versatility without limiting tractor maneuverability or loader operation.

The exclusive hydraulic 2-point hitch makes hookup and removal a simple, one-man operation from the tractor seat. When the trencher is removed, the hitch holds the loader counterweight or quickly takes a number of handy attachments—scrapers, scarifiers, etc.

All new in design and construction, the Jet Trencher places all stress and strain on the trencher frame, not on the tractor. Its new mounting, offset to the side of the tractor, gives unmatched visibility and permits close parallel digging to walls, foundations. Full 180° boom swing gives straight side dumping.

Working from the loader hydraulic system, the Jet Trencher has powerful down pressure for digging through tough soil. Hydraulic control gives smooth, cushioned operations and insures long-life, low-upkeep operation. See this new trencher and OC-3 Loader. Ask your Oliver Industrial Distributor for a demonstration.



Hydraulic 2-point hitch is adjusted to fit slots on sides of trencher as tractor is backed into position. Snap-on fittings connect hydraulic lines—seat is swung around and trencher is ready to operate. When not attached, trencher rests, as shown here, on stabilizer blade and bucket.

THE OLIVER CORPORATION

400 West Madison Street, Chicago 6, Illinois

a complete line of industrial wheel and crawler tractors

Inexpensive Luxury!

that is beautiful . . . yet so practical!
Now in your choice of
VINYL or ASPHALT

CorkAtile is a new type floor covering combining beautiful natural cork appearance with the durable and resilient qualities of Asphalt and Vinyl Tile.

A floor covering that is a natural setting for any room in the home . . . it's quiet dignity adds a warm and confident feeling to reception rooms, private offices, schools and churches.

All three cork shades naturally become a part of any decorating motif.

CorkAtile
FLOOR TILE

WELCOME
TO THE
N.A.H.B. SHOW
JAN. 22 to 26

HAKO

BOOTH No. 487
SHERMAN HOTEL

SINCE 1903
HACHMEISTER-INC.
PITTSBURGH 30, PA.

Guaranteed by Good Housekeeping

AT HAKO BOOTH: WIN A TRIP AROUND THE WORLD — SEND POST CARDS TO FRIENDS — USE OUR ELECTRIC VIBRATOR FOR WEARY FEET

Inexpensive Luxury!

modernizes an old art, terrazzo in resilient type tile

HAKO
Poly-krome
RESILIENT TERRAZZO TYPE TILE
IN VINYL OR ASPHALT

There's a joy in possessing an unusual floor covering and this is true of Poly-Krome in a superlative degree . . . especially a gay floor tile with toughness built into it. You're never at a loss for a festive floor tile of many exciting colors and interesting terrazzo design possibilities if you remember Poly-Krome in Vinyl or Asphalt. Poly-Krome Vinyl is resistant to grease, fats, oils, alkalies, gasoline, and naphtha and can be used anywhere. The smooth surface keeps dirt from wearing in and an occasional waxing keeps it sparkling bright.

SINCE 1903
HACHMEISTER-INC.
PITTSBURGH 30, PA.

Guaranteed by Good Housekeeping

◆**FLOOR TILES**—Vinylflex, Asphalt, Parquetry and CorkAsile ◆**CORONET PLASTIC WALL TILES**—Majesty, Regal, Duke ◆**ADHESIVES**—for Building Products

The sign of merit!

Look for this plaque at the National Association of Home Builders show to be held in Chicago, from January 22 to 26. It will appear only on the booths of those building-supply companies that advertise in The Saturday Evening Post. More top-grade building materials, equipment and fixtures are advertised in the Post than in any other general magazine. They're the best in any show!

See the Show-House exhibits at the show and you may see the world! Get full details at any Show-House booth.

The Saturday Evening POST —gets to the heart of America

America's Most Complete Line for WEATHER-SNUG HOMES

M-D
MACKLANBURG-DUNCAN CO.

Quality Building Specialties

M-D MACKLANBURG-DUNCAN CO.

Numetal WEATHER STRIP

Sets for windows

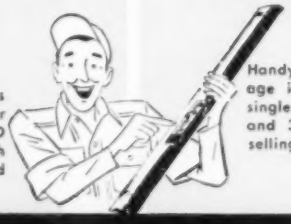
Handy to buy, handy to use. Here in one attractive package is a complete M-D Numetal Weather Strip set for a single window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D packaged sets save selling time . . . cut handling costs . . . make inventory easy.

M-D MACKLANBURG-DUNCAN CO.

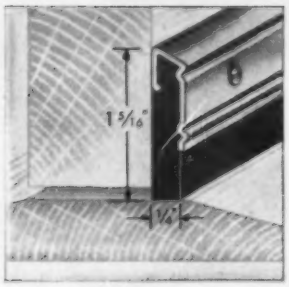
FOR DOORS

Numetal WEATHER STRIP

This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with threshold and exposed hook.



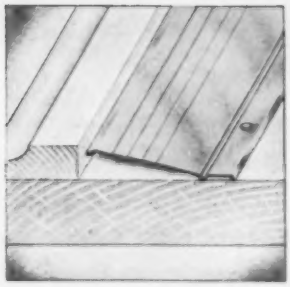
HANDY PACKAGED SETS! Ready to hand customers! Ready to use!



M-D MACKLANBURG-DUNCAN CO.

Numetal DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48"—packaged ½ doz. same length to carton. Special lengths available.



M-D MACKLANBURG-DUNCAN CO.

On-GARD COIL WEATHER STRIP

This stainless steel or bronze coil weather strip is packed two ways — six 18 ft. rolls in free display carton, or in 100 ft. individual cartons.

BUILDERS

For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

DEALERS

Order Today! Your order shipped same day it is received! All M-D products are fast sellers, nationally advertised.

M&D MACKLANBURG-DUNCAN CO.

Nu-WAY

WEATHER STRIP

Easiest in the world to put on

This easy-to-put-on weather strip makes friends as it makes you profits. Works perfectly on windows, storm sash or doors. Made of wool felt and white metal. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in display case.

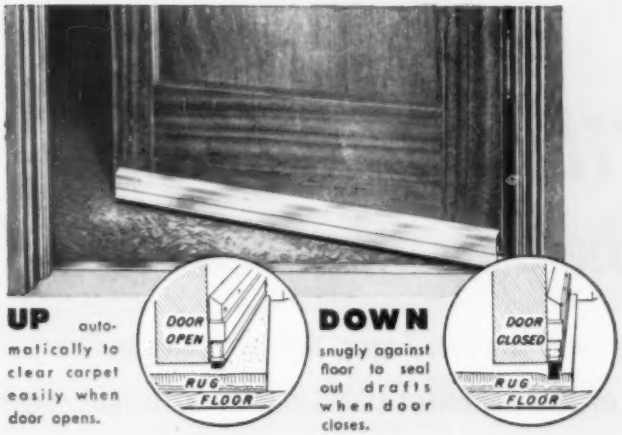
This free, colorful display case takes very little counter space . . . but does a big job of selling.

M&D MACKLANBURG-DUNCAN CO.

Nu GARD

Automatic DOOR BOTTOM

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Completely solves old problem of clearing rug or floor every time door opens. Easily installed on right or left hand door. Smartly designed with silvery-satin finish — will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48". Packed in individual cartons.



UP automatically to clear carpet easily when door opens.

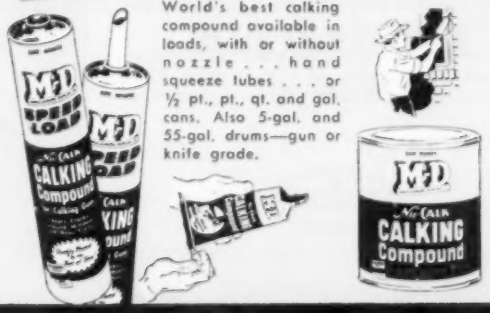
DOWN snugly against floor to seal out drafts when door closes.

M&D MACKLANBURG-DUNCAN CO.

Nu-CALK

CALKING COMPOUND

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or ½ pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums—gun or knife grade.



M&D MACKLANBURG-DUNCAN CO.

Nu-Glaze

GLAZING COMPOUND

You can recommend this glazing compound with complete confidence that it always "stays put." Packed in ½ pt., pt. and qt. cans, 25 lb., 50 lb., 100 lb., and 880 lb. drums.

M&D MACKLANBURG-DUNCAN CO.

Nu-Phalt

PLASTIC ASPHALT CEMENT

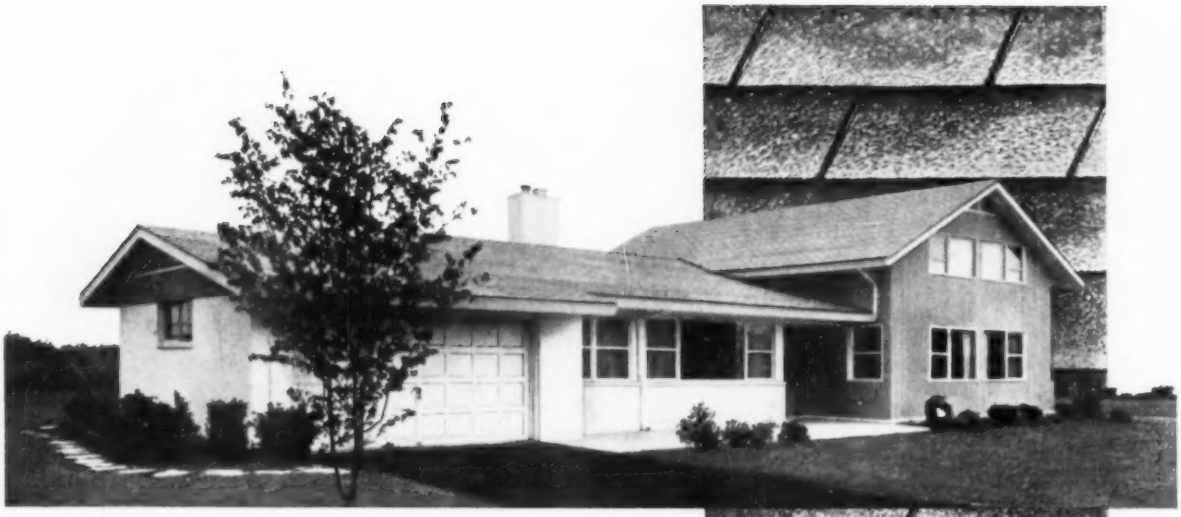
Ideal for sticking down asphalt shingles and general repair work on roofs and flashings. Comes in handy loads, with or without nozzle; 2½ lb. and 10 lb. cans; 50 lb. pails and 550 lb. drums.

MACKLANBURG DUNCAN CO. MANUFACTURERS OF QUALITY BUILDING SPECIALTIES

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 years!



One of the four basic designs of the new houses being built in the Longmeadow Community, Pikesville, Md. In all, 120 homes will be built here on a 72 acre area. Each home will have approximately 42 squares of Flintkote Tapered Strip Shingles. Houses sell from $33,000 to $45,000. Korb Roofers, Inc., of Maryland are the Roofing Contractors.

"Flintkote Roofing helps sell the house,"

says Mr. Gordon Sugar, designer and builder of the beautiful LONGMEADOW Development

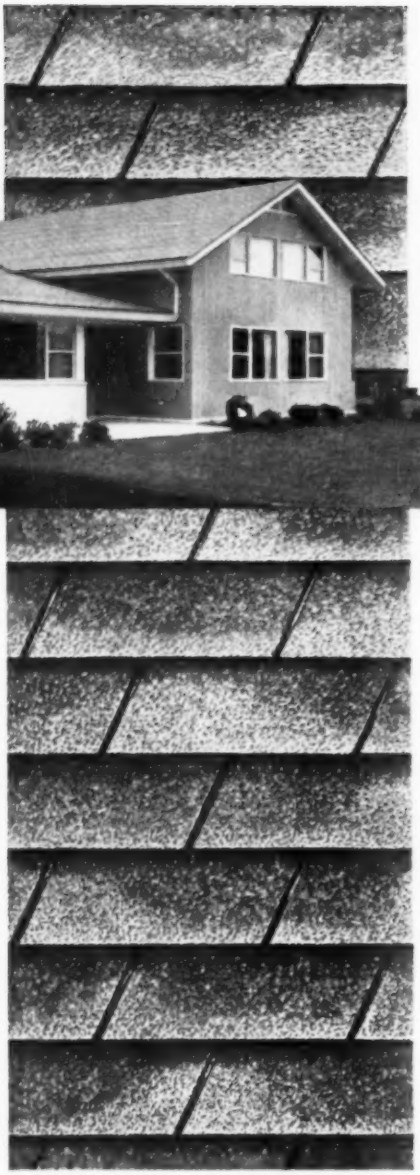
"Today roof color is very important in selling a modern type ranch house," explained Mr. Sugar. "For the large roof area is one of the first things a prospect sees.

"So we decided to *really* dress the roofs of our Longmeadow Development. To make a *wonderful* first impression! And to do this we selected Flintkote Tapered Strip Shingles. In those beautiful light pastel colors.

"As for the long-lasting protection! Flintkote Shingles have always been well known for that, too!"

Designers, architects and builders in every section of the country evidently agree with Mr. Sugar. For the trend to Flintkote roofing is even more pronounced than ever.

Use Flintkote roofing on your own new houses. You'll sell them faster . . . therefore, more profitably. And you'll insure your reputation for quality.



The exquisite pastel shades of Flintkote Shado-Kool Tapered Strip Shingles add charm and character to a house.

Flintkote Tapers are 25% to 33% thicker at exposed areas than ordinary shingles. They are constructed to lie flat for better protection.

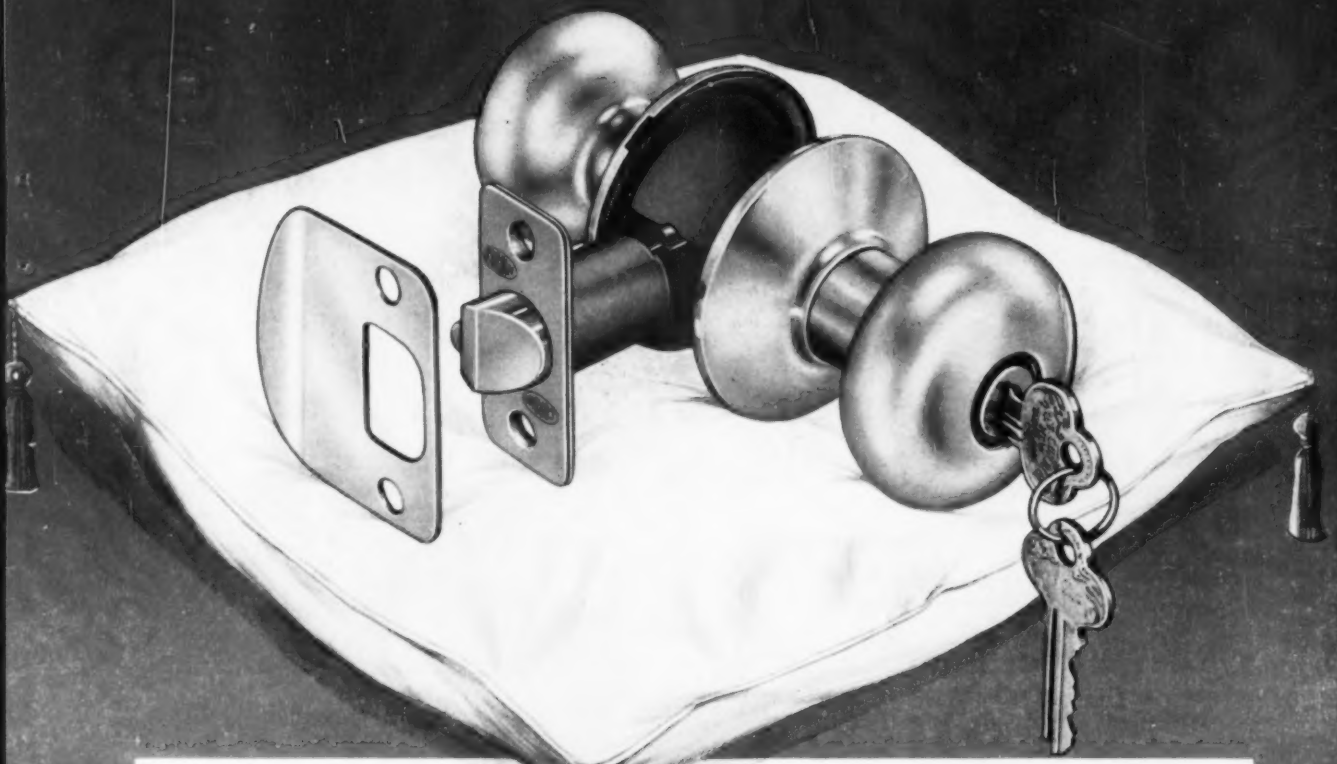
Guaranteed by Good Housekeeping

THE FLINTKOTE COMPANY,
Building Materials Division,
30 Rockefeller Plaza,
New York 20, N. Y.

FLINTKOTE

...Style and Color Leader since 1901

LUXURY LOCK FOR BUILDERS ON A BUDGET



THE CORBIN®

Guardian

RESIDENTIAL LOCK

Here's top quality with a low price tag! It's the CORBIN Guardian — specifically designed to give budget-priced residential construction the extra luxury of CORBIN locks throughout.

No other lock in the low-price field matches the Guardian in appearance, performance, and economy. Its external parts are rich, gleaming brass, bronze, or aluminum; with roses and knobs unmarred by screws. Internal parts are rust-resisting, precision-fitted. There are *no* die-cast parts. It's fully reversible to fit any door. And advanced features like the "Spring-Ring" rose plate make it really troublefree. Yet — the Guardian costs so little, is so easy to install, that it actually saves you *more* on every door!

Guardian Locks are available in 5 functions to meet every residential requirement. They're backed by a full guarantee on all parts and workmanship. Ask your CORBIN dealer for Guardian whether you're planning a unit or a project. You can't buy a better lock to save your money.

P & F CORBIN Division
The American Hardware Corporation
New Britain, Connecticut, U.S.A.

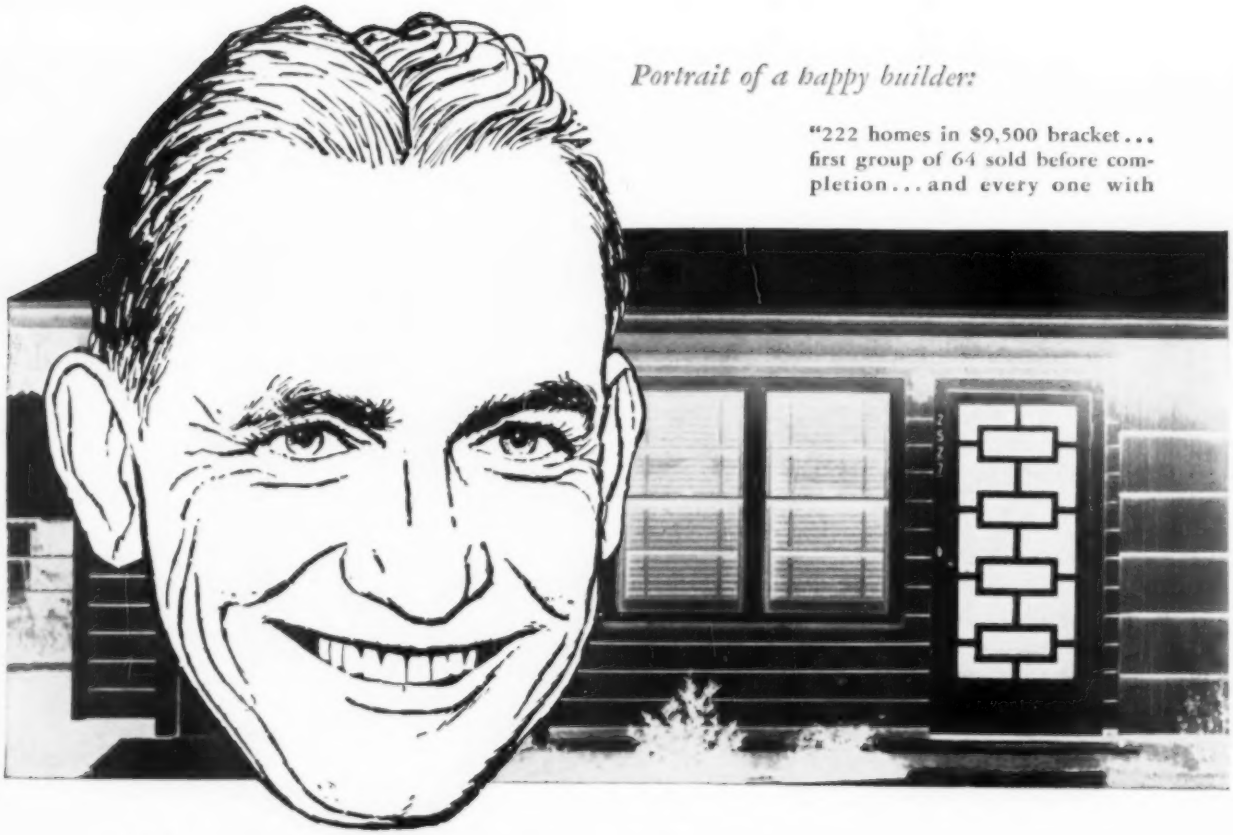
GUARDIAN FEATURES

- Exclusive "Spring-Ring" inner rose plate maintains snug fit — automatically compensates for those conditions which tend to loosen lock on door
- Fool-proof, self-aligning two-hole installation
- Can be keyed alike or master-keyed
- Fits all doors 1⅜" to 1¾" thick

THESE CORBIN AIDS SPEED INSTALLATION

VISIT BOOTH 518-519 AT THE NAHB CONVENTION, SHERMAN HOTEL

CORBIN
The World's most widely used BUILDERS' HARDWARE



Portrait of a happy builder:

"222 homes in $9,500 bracket... first group of 64 sold before completion... and every one with

"Pioneer" kitchens of birch, copper, and steel give $9,500 homes the luxurious look of homes costing several times as much!

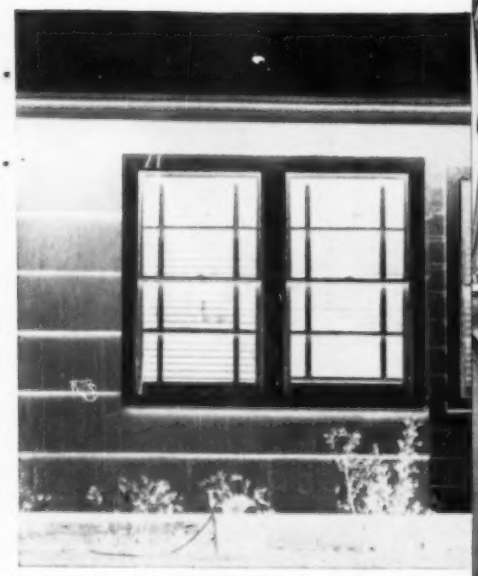
"The luxury of American Kitchens proved to be our most reasonable expenditure," says Mr. Cates, President of the Hines Building Corporation of Dallas. "They have been our main and most accepted selling point, and give our homes a luxurious look seldom found even in homes costing several times as much."

The "Pioneer" by American Kitchens is dramatic, exciting, modern—a stunning combination of natural birch and antique copper on a steel frame. It's easy to install and truly versatile—the "Pioneer" is perfect whether you're planning a simple kitchen center or a complete kitchen with matching appliances.

Most important, the "Pioneer" is a sales-clinching feature that adds comparatively little to your costs. Whether your homes sell for $10,000 or $40,000, home buyers immediately recognize the "Pioneer" as the finest in quality and styling. Builders from all sections of the country have been delighted with the luxury look of the "Pioneer"—it sells homes faster!

So if you haven't already discovered the advantages of the "Pioneer" and other American Kitchens products, mail the coupon at the right. Let us *prove* to you that American Kitchens can sell your homes faster!

American Kitchens of copper and birch on rugged steel frame . . ."
says Mr. C. Grady Cates, Jr., President, Hines Building Corp., Dallas, Texas



This is an aerial view of some of the homes being built by the Hines Building Corporation in Valwood Park, near Dallas. All 222 homes feature the birch and copper "Pioneer" by American Kitchens.

Here is how HINES BUILDING CORPORATION used the "Pioneer." This is the "Pioneer" kitchen of one of the 222 homes the Hines Building Corporation is building in Valwood Park, a $45,000,000 planned community near Dallas. The dramatic beauty of the natural birch and antique copper is a high spot of the home, blends perfectly with the overall design of the home.

For more elaborate kitchens, additional cabinets and accessories can be added, as well as matching antique copper appliances such as the famous American Kitchens "Roto-Tray" Dishwasher, the new American Kitchens "Set-In" Countertop Range, and the new American Kitchens "Set-In" Waist-High Oven. Both range and oven available in gas or electric models.

See the big American Kitchens display at the January Builders' Show, Conrad Hilton Hotel, Chicago!

The *Pioneer* by

American Kitchens

DIVISION AVCO MANUFACTURING CORPORATION

SELLS YOUR HOMES FASTER!

American Kitchens, Dept. AB-156
Connersville, Indiana

☐ I'd like to have "no obligation" quotation on my next kitchens.

☐ Please send your new Architects' and Builders' File.

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Address_____

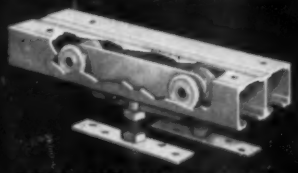
City_____ Zone_____ State_____

MAKE TRACKS TO KENNATRACK

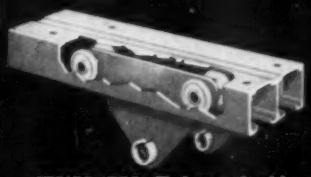
SERIES 250-A For ¾" kitchen cabinet doors. Exclusive step-up design hides hardware.

SERIES 600 Double track for 1⅜" and 1¾" wardrobe by-passing-doors . . . adjustable hangers.

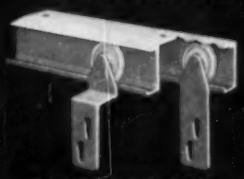
SERIES 650 Double track for 1⅜" and 1¾" wardrobe by-passing doors. Minimum headroom required.



SERIES 700 Deluxe double track for ¾" through 1⅛" wardrobe by-passing doors . . . adjustable hangers.

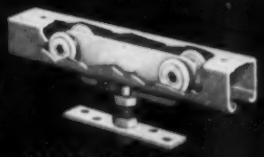


SERIES 750 Deluxe double track for ¾" through 1⅛" wardrobe by-passing doors. Extra strong hanger installation.



SCOTTIE SERIES High quality, low-cost sliding door hardware for ¾", 1", 1⅛", and 1⅜" by-passing doors . . . adjustable hangers.

SERIES 300-A For ¾" through 1⅜" open, and closed pocket doors. Minimum headroom required.



SERIES 350 For 1⅜" closed pocket doors – adjustable hangers. Popular with frame manufacturers.

SERIES 400-A For 1⅜"-1¾" closed pocket doors. Deluxe track with heavy duty, ball bearing axles.

KENNAFRAME

SERIES 800 Prefabricated warp-proof, all-metal frame for closed pocket installations. Series 400-A track already installed.

SERIES 900 Prefabricated, all metal frame with 350 adjustable hanger already installed.

see the latest developments in the ***one complete line***

booth 105-126

NAHB

Main Exhibition Hall

Conrad Hilton Hotel

ACCESSORIES

WRITE KENNATRACK CORPORATION for FREE COPY BUYER'S GUIDE

KENNATRACK CORPORATION, ELKHART, INDIANA

4 newly designed, lower cost yearound airconditioning systems

help builders close more sales

Builders can now choose from four compact WILLIAMSON Wethermatic Yearound Airconditioning systems . . . the cooling equipment requires *no floor space*. Williamson Wethermatics are low cost, quickly installed and premerchandised with an all-round national consumer promotion in major shelter magazines.

Hi-Boy Heating
with Plenum Type Cooling

Lo-Boy Heating
with Duct Evaporator Cooling

Counterflow Heating and Cooling

Suspended Horizontal Cooling

WILLIAMSON

"WETHERMATIC" SYSTEMS CONSIST OF:

The "SPECIAL" Line—A Builders Type Warm Air Furnace

New lower prices reflecting mass production savings

- 20 gas-fired, 12 oil-fired models
- 60,000 to 145,000 B.T.U. Range
- Hi-Boy, Lo-Boy, Counterflow, Gravity and Horizontal Units
- Pre-Wired, pre-Assembled, factory test-fired.

New color choice . . . Gray Metalescent or Gleaming White

AIRefrigeration Waterless Cooling—

- No floor space installations
- No costly sewer or water connections
- Internally factory wired, easily installed.
- 2, 3, 4, 5 or 7½ ton size models
- Console and suspended models where desired.

Prefabricated Duct Pipe & Fittings—For Heating and Cooling

- Die Cut, prefabricated, each fitting interchangeable with others
- Fittings shipped packed per house plan
- Tailor-made look, designed to fit within the joists
- Designed for minimum air resistance—maximum air flow efficiency.

See our 12-page catalog insert in SWEET'S 1956 Light Construction Files.

Visit Booth No. 839 NAHB Convention

THE WILLIAMSON COMPANY
3330-A1 Madison Rd., Cincinnati 9, Ohio

Please send me information on:

☐ Yearound Airconditioning ☐ Cooling Equipment
☐ Heating Equipment ☐ Duct, Pipe and Fittings

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

CAREY covers home

with a wide line of quality construction

FIRE-CHEX *Asbestos-Plastic* **ROOFS**	**CERAMO** *Colorful, Washable* **SIDING**	**CAREY** *Asbestos-Cement* **WALLBOARDS**
MIAMI-CAREY **Bathroom Cabinets,** *Accessories and* **Ventilating Fans**	**CAREY** *Fire-Guard* **BLANKET INSULATION**	**CAREY** *Foundation* **DAMPROOFING**

. . . and 827 other fine products, many in the home building field!

You'll build better, profit more

VISIT CAREY AT NAHB... Booths 21 and 22
Conrad Hilton Hotel • Chicago • January 22-26
Don't miss the Carey exhibit! See the latest in Carey building products! . . .
and, remember . . . While you're there **REGISTER FOR YOUR FREE KIT** *of Carey builder promotion materials and sign up for the big* **SHOW-HOUSE TRIP AROUND THE WORLD!**

building...

materials from one source!

with the Carey Line

Nationally advertised to help you sell!

THE PHILIP **Carey** MFG. CO. Dept. AB-1

LOCKLAND, CINCINNATI 15, OHIO

WARE

a world leader in windows

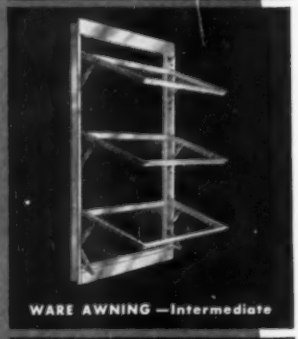
OFFERS

SEE US AT BOOTH 38

ALUMINUM AWNING WINDOWS FOR EVERY NEED

now 100% weatherstripped

WARE MONUMENTAL AWNING



WARE AWNING —Intermediate

ECON-O-WARE AWNING

WHETHER IT'S A MONUMENTAL STRUCTURE, a fine residence, or a low-cost project, chances are there's a Ware awning window to suit your needs to a "T".

WARE MONUMENTAL AWNING WINDOW

- Designed to meet the most rigid requirements
- Perfected weathering — Koroseal weatherstripping imbedded in channel, perfect seating of ventilators
- Heavy Extruded Sections — 1⅝" ventilator depth. Minimum thickness of all structural members ⅛"
- All moving parts bushed in self-lubricating nylon
- Strip proof heavy compound operator concealed in center of sill, synchronized distribution of load, unparalleled load safety factor for aluminum awning windows

WARE AWNING WINDOW—Intermediate

- Smooth sturdy CENTER SILL operator—a compound operator sealed and installed in sill at factory
- *Weatherstripped* by premium vinyl locked in extruded channel unexposed to weather
- Wide overlap of weathering members. Min. outside at jambs 5/16". Heavy reinforced sill
- Ventilators have equal height and drop, clean easily
- Engineered for simple, speedy installation, designed for great diversity of application

ECON-O-WARE & ECON-O-WALL AWNING WINDOWS

- Best value on the market: low-cost with quality features
- Simple, attractive trouble-free design
- Variable sizes and mullion combinations
- Corners flash-welded — stainless steel bushings
- NOW 100% weatherstripped

Whatever your window needs, be sure to get all the facts on the full Ware line . . . *proven* in thousands of installations from coast to coast

Dependable delivery assured thru regional warehouses in HOUSTON, ATLANTA, CHICAGO, and NEWARK. All windows manufactured in our giant 3½ acre plant in Miami. Write Dept. **AB-1**

ALL WINDOWS CHEMICALLY CLEANED, ETCHED, AND LACQUERED PER FHA REQUIREMENTS

Aluminum WARE *Windows*

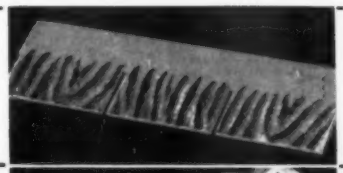
Jalousie | Econ-O-Wall | Econ-O-Ware Awning | Ware Awning Window | Projected | Casement

Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

8 BASIC BUILDING MATERIALS

FROM 1 LEADING SOURCE—CERTAIN-TEED

SHINGLES



Certain-teed Asphalt Shingles come in a wide range of beautiful colors and blends, including pastels. For distinctive homes use Woodtex,® the extra-rugged asphalt shingle with attractive built-up graining.

SIDING

For lasting beauty, use Certain-teed Asbestos Cement Siding Shingles. Handsome range of colors and styles—never need repainting. Certain-teed Asphalt Shingle and Roll Sidings available in a choice of designs and colors.

WALLBOARD

Certain-teed Bestwall® Gypsum Wallboard comes with plain or predecorated woodgrain finishes. For fire-rated construction with single layer application, use Firestop Bestwall.® 5/8" thickness gives 1-hour fire resistance.

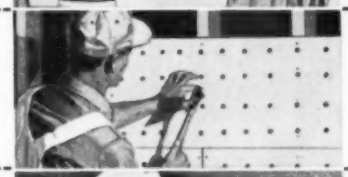
INSULATION

Certain-teed Fiberglas* Insulation—in batts, blankets, pouring wool, and in perimeter insulation—cuts heating costs up to 40%. Foil-enclosed batts and blankets for air-conditioned homes permit smaller units, help keep sales prices attractive.

PAINTS

For the perfect *finishing* touch to walls and ceilings: new Certain-teed Bestwall Paints, including popular alkyd flats and latex. Decorator colors—quick drying—easy to clean.

LATH



For smooth, fast plastering, specify Certain-teed Beaver® Gypsum Lath. Both plain and perforated. Strong—fireproof. Beaver Insulating Gypsum Lath with aluminum foil back provides insulation and an effective vapor barrier.

PLASTER

All Certain-teed Plasters are "Plastisized"® for easy working. Use these famous brands: Acme,® Agatite,® Beaver,® Certain-teed,® Pure-Wite,® and Lite-Mix® for basecoat, finishing, gauging and molding plasters. Also Kalite® acoustical plaster.

SHEATHING

Your homes will have greater structural strength and fire resistance with Certain-teed Weather-Shield® Gypsum Sheathing. Tongue and groove V-edges—water-repellent core and paper. Actually costs less than most other sheathings.

*T.M. OCF Corp.

MORE SALABLE HOMES Better looking, better built, more salable homes when you use Certain-teed Building Products right down the line. See your supplier or write Certain-teed direct for more information now.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER

Inland Homes ...under roof in 1 day, makes WINTER BUILDING profitable!

Speed of erection of the INLAND HOME package lets you **build the year 'round!**

Why hibernate during winter months? Build continuously—snow and ice do not stop demand for good homes—in fact, it's easier to sell when others have slowed down on construction.

The Inland package is under roof in less than one day. By advance planning, with foundations or slabs in place you can erect an Inland Home almost any day. You are building when there are fewer material shortages—when mortgage processing is handled faster.

Winter building with Inland Homes gives you tremendous advantages both sales and profit wise.

We have a complete story that tells you how easy it is to build any one of more than 60 Inland Home models this winter. Write, wire or 'phone us NOW if you want to take advantage of winter building. No obligation.

Statistics show that there has been a definite trend toward an increase in winter building, with housing starts during December 1954 and January and February 1955 up 26% over same quarter in previous year.

Get your share!

This means only one thing. If you are to get your share of sales, you must include winter building—and if you want to insure trouble-free winter construction, you must buy a package that has been tailored for winter erection. The Inland package is winterized.

IT'S A "MUST" FOR YOU TO HAVE OUR STORY

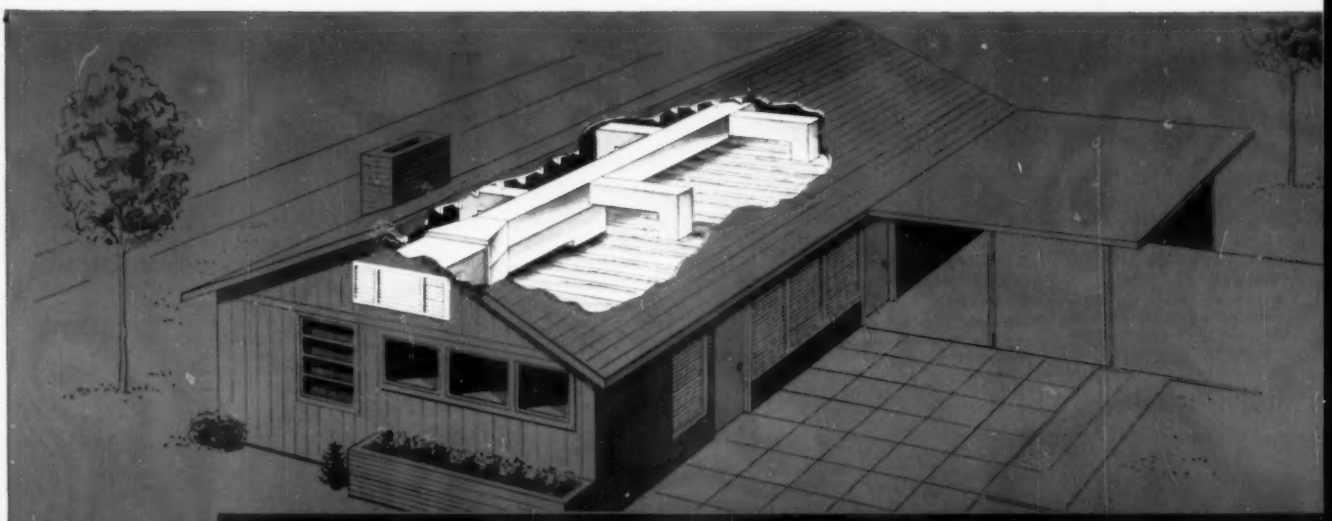
Inland Homes Corporation

501 College Street, Box 915, Piqua, Ohio, Phone 3880

Vornado®

REVOLUTIONARY PACKAGED HOME AIR CONDITIONER

...just cools BETTER



The most Sensational Advance in Central Cooling

- **HIGH PERFORMANCE**
  Twin systems with commercial compressors produce maximum cooling and constant humidity control.
- **LOWER COST**
  Self-contained, air-cooled unit, and exclusive new prefabricated duct drastically lowers unit and installation costs.
- **FAST INSTALLATION**
  Can be easily added to heating duct work, or a complete ready-to-assemble duct kit of Fiberglas is provided where needed.
- **FULLY GUARANTEED**
  Factory warranty (backed by the experience of building over 7 million Vornado cooling appliances) assures satisfactory service.
- **FHA**
  Designed and manufactured for use in FHA mortgage-insured properties.

Only Vornado has been successful in putting the practical features builders wanted in a low cost residential air conditioner. New engineering principles ... plus many years of manufacturing "know how"... have been combined to develop this amazing air conditioner for the building trade.

Here for the first time is a central air conditioning unit you can easily install ... sell at a low price ... and confidently know it will give years of carefree, troublefree, air conditioning in the homes you build.

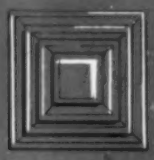
Look at These Amazing Facts!

Products of
THE O. A. SUTTON CORPORATION, Wichita, Kansas
Specialists in the manufacture of comfort cooling appliances

Vornado's® GREAT NEW

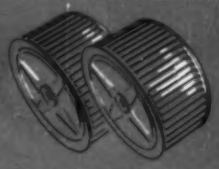
Pre-Engineered – Pre-Packaged – Ready for the Job

LOOK AT THESE AMAZING VORNADO UNIT FEATURES



EXCLUSIVE DIFFUSERS
Can be located any place in the ceiling area without affecting cooling efficiency. Unique fin arrangement allows direction of air any place desired.

TWIN COMPRESSORS
Two hermetically sealed, heavy duty compressor units. One compressor operates continuously . . . maintains a cold evaporator at all times . . . constantly removes humidity from the air. For economy of operation, second compressor "cycles" on and off as needed.



TWO HIGH CAPACITY EVAPORATOR BLOWERS
Each with twin air inlets . . . balanced to the large coil area of the evaporator for quiet movement of a large volume of cool air.

COMPLETELY AIR COOLED UNIT
Requires no water connections . . . completely eliminates expense of water systems and maintenance.

NO TROUBLESOME VALVES
Hermetically sealed unit eliminates costly "on the job" adjustments . . . seasonal maintenance calls.

NO EXPENSIVE OLD FASHIONED PLUMBING
Eliminates complicated water controls, pumps, towers . . . Stops water system maintenance expense.

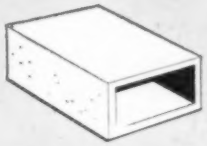
ELECTRICAL CONTROL BOX
Is pre-wired for quick connection of manual 3-position switch or for automatic cooling with a thermostat.

CONDENSER FAN AND SLINGER RING ASSEMBLY
Pulls huge volumes of fresh outside air over condenser. One piece fan blade is perfectly balanced and tracked for vibrationless operation.

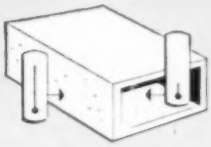
TWIN RUN CAPACITOR
Reduces amperage draw . . . makes possible the "cycling" on and off of the second compressor for Vornado Twin System cooling.

VORNADO *Prefabricated* DUCT EASILY INSTALLED

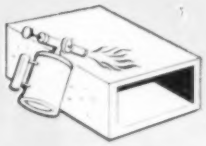
IT'S FEATHER QUIET
Ductwork . . . especially balanced to the unit . . . completely eliminates any air "whistle". Millions of intertwining glass fibers form microscopic air pockets to absorb noises.



IT'S AIR TIGHT
Vornadoduct is a full three-quarters of an inch thick, presenting a barrier to entry of hot, outside air keeping inside air cool longer.



IT WILL NOT SWEAT
Reinforced aluminum foil vapor barrier around the outside prevents "sweating" (condensation of air-borne moisture) which can ruin ceilings and walls.



IT'S FLAME RESISTANT
The hard finish, flame resistant coating of all Fiberglas ducting gives you vital protection while assuring the efficiency of maximum air velocity.

- **COMPLETELY SELF CONTAINED**
  Vornado puts residential air conditioning in a "package" . . . eliminates any extra plumbing . . . piping . . . water connections . . . or outside accessories. Everything is housed in the one small . . . compact . . . sturdy package.
- **PRE-FABRICATED DUCTWORK**
  Vornado engineers successfully developed this low cost, prefabricated, insulated ductwork that drastically reduces your installation costs. Assembled by merely taping pre-scored sheets together . . . it is one of the most amazing new developments in the air conditioning field.
- **SIMPLIFIED CONTROLS**
  One simple switch . . . plus a thermostat if desired . . . completely controls Vornado's powerful cooling operation. Can be set on "Hi" for extra hot days . . . or reduced to "Lo" for mild days and more economical operation. During winter months just turn unit "Off" . . . no start-up or pump-down problems.
- **LOW PRICE TAG**
  Vornado is the first truly low cost . . . high quality air conditioner any builder can sell with confidence. You'll be amazed at the very few dollars Vornado adds to your construction costs.

Dramatic Sales Promotion Aids

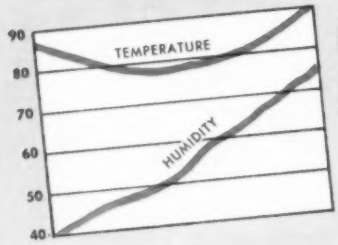
Vornado helps you sell air conditioned homes with dramatic . . . well planned . . . attention getting . . . merchandising sales aids. Handout pieces, exterior signs, interior mobiles, decals, publicity stories, ad layouts . . . and many other promotional programs . . . all designed to give your air conditioned homes . . . excitement . . . attention . . . and extra sales appeal.

CENTRAL AIR CONDITIONERS

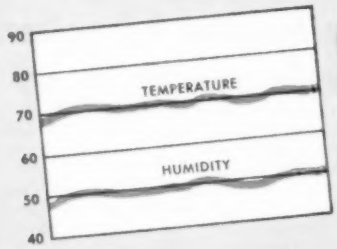
- Low Cost - Easily Installed - High Performance!

Here's Proof of Vornado's Tremendous BALANCED COOLING CAPACITY

Here are the results of tests conducted in St. Louis by Dr. E. M. Brooks, Professor of Geophysics and Geophysical Engineering. They prove without a doubt that Vornado does an effective job of cooling regardless of outside conditions. Notice how inside temperatures remained at an even 70 degrees and how humidity never exceeded 50%. These tests were conducted under normal living conditions . . . families with children . . . doors being opened and closed.



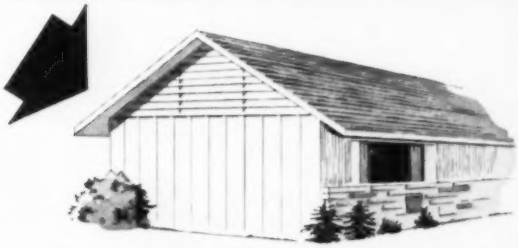
Outside temperatures reached as high as 92 degrees with humidity reaching the 78% point during test period.



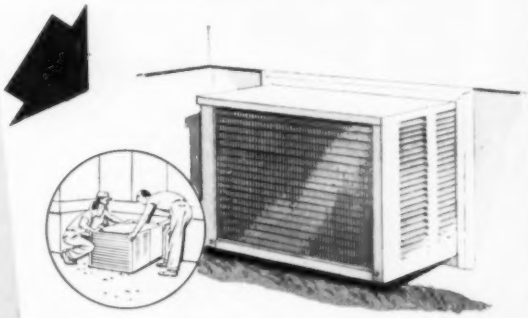
Here's the chart showing Vornado's performance while outside conditions shown above existed. Notice how the temperature remained at an even 70 degrees and humidity never exceeded 50%. Children were running in and out during this extensive test too.

YES! Vornado Just Cools Better!

Houses of hip-roof design require only inclusion of an inconspicuous dormer to accomodate the unit.



This simple, gable installation allows installation with a minimum amount of effort. Prefabricated grille is available that can be painted with the house. Architectural treatments are limited only by the imagination of the designer.



Many builders have successfully tied the unit into existing furnace ductwork by installation through the basement wall. This particular type installation offers reduced cost in duct runs.

TWO SIZES TO FIT AVERAGE 2- 3- or 4-BEDROOM HOMES

Products of
THE O. A. SUTTON CORPORATION
WICHITA, KANSAS
Specialists in the manufacture of comfort cooling appliances

SEND THIS COUPON TODAY

THE O. A. SUTTON CORPORATION
1807 West Second Street Wichita, Kansas

I want complete information on your new low-cost central air conditioners. It is understood there is no obligation.

NAME_____
FIRM_____
POSITION_____
ADDRESS_____
CITY_____ STATE_____

AB 156

Exclusive New Hotpoint Spot·Less

...and helps sell your

Here's Why You Should Include the New Hotpoint Dishwasher in *Your* Plans

Your homes sell faster—with less selling effort and expense—when you include a Hotpoint Dishwasher in the kitchen. The reason: Hotpoint helps you *pre-sell* your homes by *pre-selling* your prospects. Today, *there are more Hotpoint Dishwashers in use than any other brand!* This unprecedented acceptance will continue to grow, stimulated by Hotpoint's aggressive national advertising in leading magazines, and on the Ozzie and Harriet television show.

You can take advantage of this tremendous demand. Give your prospects what they *want*—a Hotpoint Dishwasher, built into the kitchen. They'll appreciate the quality . . . the exclusive features . . . the easy living . . . and the convenience of including the dishwasher in the mortgage! Get the complete story on Hotpoint Dishwashers before you plan your next project or home. Write Hotpoint, or see your Hotpoint Distributor Builder Specialist.

Hotpoint Disposall® food waste disposers . . . Kitchen Clean-Up Companions to Hotpoint Dishwashers

LOW-COST MODEL MW11

- Takes food waste continuously
- Quick, quiet, efficient grinding
- Chrome-plated Cover and Sink-Stopper
- Dependable ¼ hp split-phase motor

Easiest of all to install!

1. A screw driver and an end wrench are the only tools needed to mount the MW11 securely to the sink.
2. Lower housing rotates through 360° to line up with existing drain opening.
3. Upper housing also turns through 360° to line up its knock-out plug exactly with the dishwasher drain line—greatly speeding up installation with a pump-drain dishwasher.

Put More Color in Your Kitchens with Hotpoint Colortones

The swing is to colors—and Hotpoint has 'em! Give your kitchen installations that added touch of beauty, with Hotpoint Colortones. Hotpoint Dishwashers are available in Sunburst Yellow, Meadow Green, Coral Pink, Seafoam Blue and Woodland Brown, as well as Classic White and Customline Stainless Satin-Chrome.

look to Hotpoint

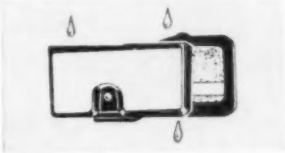
Action Outmodes All Other Methods homes faster!

Dishes Sparkle . . . Glasses Gleam . . . Silver Glistens

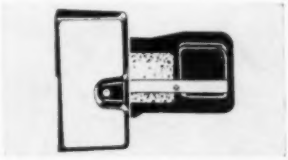
as a result of the combination of these two exclusive Hotpoint features . . .

1. Two complete Five-Minute Washes . . . with Fresh Detergent Each Time—to scrub away every trace of food soil, to remove every trace of dulling film, to make everything sparkle and gleam. This is Hotpoint Spot•Less Washing—World's Cleanest Automatic Dishwashing.

An equal amount of detergent is poured into the two cups of Hotpoint's automatic dual-detergent dispenser, and the tank-type cover is then cocked to seal off one of the cups. During the first of the two complete washes . . .



the detergent in the first cup mixes with the swirling water. Meanwhile, water has collected in both tanks of the cover . . . but, at the end of the first wash, it automatically drains out through a small hole in one of the tanks.



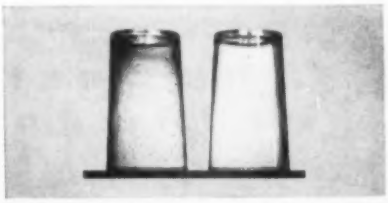
Weight of the water remaining in other tank causes cover to flip down, exposing fresh detergent for second wash. Hotpoint's two complete detergent washes get dishes cleaner than any other household dishwasher.

2. Two Thorough Rinses—with a Super Wetting Agent in the Final Spot•Less Rinse

Everything is rinsed twice—but now, drops of rinse water cannot cling to glasses or silver and deposit minerals that will spot them. "Rinse-Dry," a super wetting agent, is automatically injected in the second rinse. This super wetting agent breaks the surface tension of the water, and drops cannot form to dry and leave spots.

This is Hotpoint Spot•Less Rinsing . . . the greatest dishwashing advancement since the development of the dual-detergent dispenser.

A few drops of "Rinse-Dry"—a super wetting agent—are automatically injected in the final rinse to provide Hotpoint's exclusive new Spot•Less Rinsing.



Compare the Results: The glass at the left was rinsed in plain water—see the water-drops that will cause spotting. The glass at the right was rinsed the Hotpoint way—no drops of water, no spotting.

This is Hotpoint Spot•Less Drying—the automatic result of Spot•Less Washing and Spot•Less Rinsing, followed by pure electric-heat drying.

. . . the combination that makes Hotpoint Dishwashers a bigger attraction in your kitchens!

for the finest—first!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

few builders can afford to overlook Columbia-matic TENSION SCREENS

THEY CUT COSTS

The Columbia-matic TENSION SCREEN reduces labor costs *across-the-board!* Installs faster . . . requires no template, no special tools. Installs from inside for quick access to all windows. Cannot be taken down from outside . . . your protection against pilferage. Precision-made to your measurements, it fits exactly. Hardware can be preset in an uninterrupted production schedule . . . simply leave Columbia-matics wrapped in cartons, safe from damage. Aluminum, the Columbia-matic requires no painting, *yet costs no more!*

CUSTOMERS LOVE 'EM

Your customer will love their Columbia-matics for many reasons. Exclusive automatic tension keeps Columbia-matics drum-tight under all conditions, eliminates maintenance call backs. Light-weight, easy to handle, full length, they won't swell, stick, warp or rust-stain houses. With heavier hardware and tension bars containing up to 50% more aluminum than similar screens, Columbia-matics are built to give extra years of trouble-free service.

NATIONALLY ADVERTISED.. CONSISTENTLY

An aggressive, consistent advertising program pre-sells home-buying prospects in your area on Columbia-matic TENSION SCREENS. By way of high-impact ads in leading national magazines, Columbia-matic TENSION SCREENS have become a top name brand that your prospects recognize and want!

Plus. . .the best service in the industry!

The Columbia-matic FACTORY SERVICE DEALER is equipped to give you immediate service . . . help you "buy right." He carries a complete stock of wanted sizes and can provide emergency service on special sizes. An expert on builder screening needs, he will show you installation "short cuts" that will save time and money.

For complete details on the Columbia-matic TENSION SCREEN, see your local Factory Service Dealer, or write to:

THE COLUMBIA MILLS, INC., DEPT. 41 • SYRACUSE 1, N. Y.

SEE OUR COMPLETE LINE OF WINDOW SCREENS AT THE NAHB SHOW
BOOTH 219 CONRAD HILTON

In the Presbyterian Village of Detroit...

Thoughtful design provides new comfort and safety for the aged!

Eljer fixtures play an important role in this totally new concept in "homes for the aged"!

Gone are the frightening, austere buildings . . . the impersonal dormitory life. In their place is a warm, inviting small-town atmosphere . . . a real community to brighten the "sunset" years of their lives.

Choosing the Eljer Legation Bath is typical of the advanced thinking that developed this project. The Legation permits a "sitting" shower, reclining bath and even a foot bath! The new 6"-wide side rim seat makes it easier and safer to enter and leave the bath.

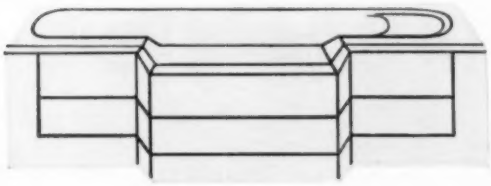
Eljer fixtures in cast iron, formed steel, and vitreous china are used throughout the project. And you can be certain that after decades of use, they will still remain lustrous and beautiful.

When you consider plumbing for any need . . . look to Eljer. For specifications and facts on this job-proved line of fixtures and fittings, see your plumbing contractor or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

ARCHITECT AND ENGINEER
Smith, Hinchman and Grylls, Inc.
Detroit, Michigan

GENERAL CONTRACTOR
Walter L. Couse & Co.
Detroit, Michigan

PLUMBING CONTRACTOR
Griffin Bros.
Redford, Michigan

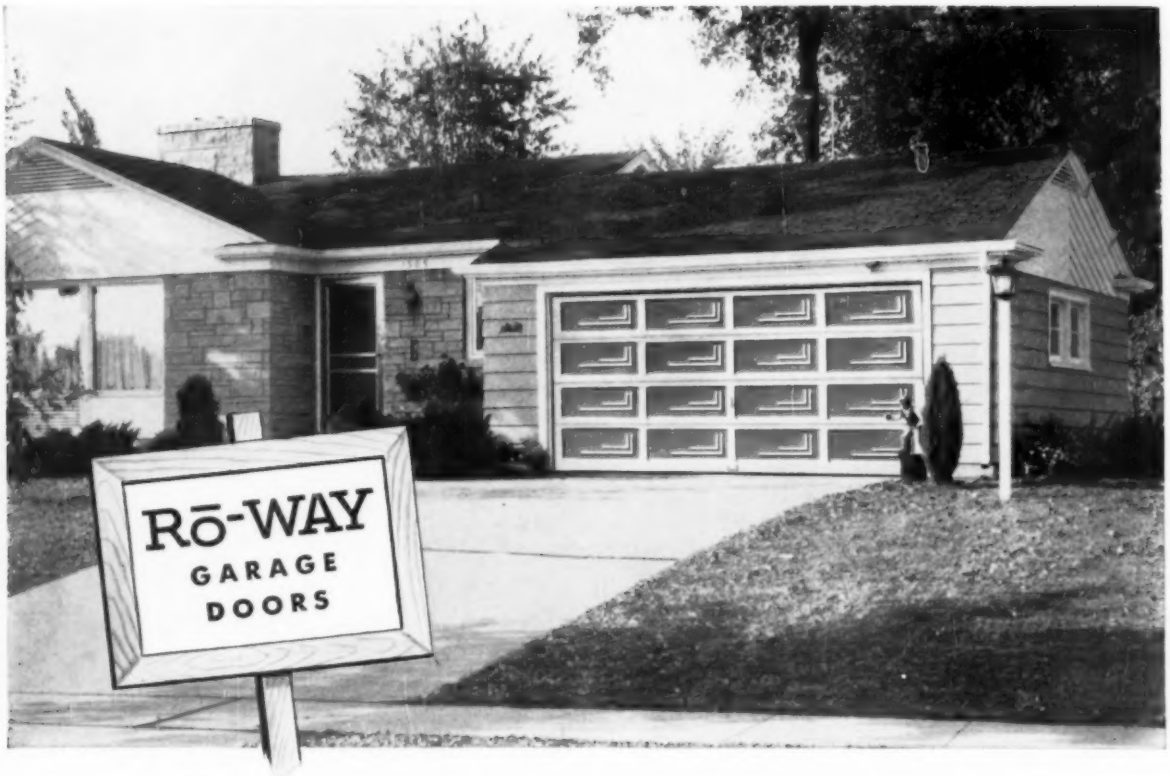


Fixtures for every plumbing need

ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA

THE ONLY NAME YOU NEED TO KNOW IN PLUMBING FIXTURES



Invite Inspection . . . Help Sell the Home

Two favorable impressions are better than one. And that's how Ro-Way garage doors can help you sell homes.

First, Ro-Way doors invite inspection of your entire property. Their clean, persuasive styling complements any architecture. Creates eye-catching interest. Attracts more than a fair share of home-buying prospects.

And when you're closing the sale, Ro-Way's smooth, quiet performance helps out again. Here's easy action up or down—from a perfectly balanced overhead type door you open or close with little effort. Favorable impression No. 2.

We could go on. There's Taper-Tite track and Seal-A-Matic hinges for weather-tight protection. Mortise and tenon joints both glued and steel doweled for extra strength and long life. And exclusive Ro-Way hardware, both Parkerized and painted to prevent rust and stain.

These quality features please home buyers, let them know you haven't skimped . . . *anywhere*. See your Ro-Way distributor now. Or write direct for free literature. You'll like our line.

Only a Garage Offers:

- COMPLETE PROTECTION
- EXTRA STORAGE SPACE
- FINISHED APPEARANCE
- AN EXTRA ROOM

SEE OUR CATALOG IN SWEET'S

there's a Ro-Way for every Doorway!

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor.

Rō-Way
OVERHEAD TYPE DOORS

RESIDENTIAL • INDUSTRIAL • COMMERCIAL

ROWE MANUFACTURING CO.
766 HOLTON ST., GALESBURG, ILLINOIS

New York's Largest Builder...

USES LEWYT *BUILT-IN* WALL AIR CONDITIONER in 2600 HOME BIRCHWOOD PARK

F.H.A. MORTGAGES AVAILABLE!

Like builders, Sosnow & Schwartz, you too can sell houses faster with this totally new idea of *built-in* air conditioning! The revolutionary new Lewyt lets you offer *built-in* air conditioning in *one* room or *every* room—at no cost to you! Can be included in F.H.A. mortgage payments, for only pennies extra each month!

Only 15 inches deep the Lewyt fits *anywhere* in *any* outside wall with no unsightly "overhang" inside or out! Can be easily installed by your men during construction!

The Lewyt is a complete self-contained unit with built-in controls and thermostat! *Needs no ducts! Needs no plumbing!* Has a powerful 2-speed motor that is available in ½, ¾ and 1 H.P.! Filters, dehumidifies and exhausts stale air, too! *Plus*—many more exclusive features—all for *less* than the cost of window units!

ONLY 15 INCHES DEEP! Lewyt pictured in master bedroom of $30,000 Birchwood Park home, Jericho, Long Island. Notice there is no unsightly "overhang" to mar interior beauty!

See the Lewyt at the NAHB Exposition Booth 854

LEWYT
***BUILT-IN* WALL AIR CONDITIONER**

by the maker of the famous Lewyt Vacuum Cleaner

MAIL TODAY! For complete details and specifications.

LEWYT AIR CONDITIONER CORP. DEPT. AB-1
57th St. and 1st Ave., Brooklyn 19, N. Y.

Please send me complete information on your revolutionary LEWYT BUILT-IN WALL AIR CONDITIONER.

Please check: ☐ Architect ☐ Builder ☐ Contractor

Other_____

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE____

ORANGEBURG® ROOT-PROOF PIPE

meets modern building requirements

No home is modern today unless it is modern underground, too. That's why builders, architects, plumbers and sanitary engineers are recommending and using dependable, non-metallic Orangeburg Pipe. Rust-proof . . . root-proof . . . tough . . . resilient — Orangeburg lasts for years underground.

With 200,000,000 feet in use, Orangeburg Pipe is one of the famous brand names that help sell homes fast.

For house sewers, septic tank connections, storm drains and other outside non-pressure lines use Orangeburg Root-Proof Pipe with Taperweld joints that are scientifically designed to keep roots out. For septic tank disposal fields, foundation drains and wet spots in lawns or fields, use Orangeburg *Perforated* Pipe.

Easy to Install
No Cement — No Caulking
No Compound

The famous Orangeburg Taperweld joint seals root-proof and watertight with a few hammer taps. Long, 8-foot lengths are light, easy to handle, to grade, to install. Orangeburg saves trouble and money. Complete line of fittings simplify installation.

UNDERGROUND 49 YEARS

ADVERTISED IN LIFE

see our catalog in Sweet's or write for copy

ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, NEW YORK
WEST COAST PLANT: NEWARK, CALIFORNIA

Go Modern Underground, ... With ORANGEBURG® ROOT-PROOF PIPE AND FITTINGS

National Association of HOME BUILDERS
Annual CONVENTION & EXPOSITION
January 22-26
1956

THIS MAN WILL DISAPPEAR
... in less than 57 seconds!

Using only a hammer and eight nails, he'll install the above factory weather stripped aluminum casement window in less than one minute!

He bangs it, he hangs it, and he'll disappear as he moves on to another window.

Same thing can be done with Thorn ranch and rainshield windows, too. And the factory weather stripping is optional.

This is another exclusive by Thorn, the company with 78 years of experience in saving builders time and money.

Thorn, America's oldest manufacturer of steel and aluminum windows, invites you to see for yourself these labor-saving exclusive products.

Visit us at the NAHB Exhibition, Booths 30 thru 34, at the Conrad Hilton Hotel, Chicago, Ill. Or, if you can't attend the show, fill in the coupon and we'll be glad to send you complete information.

THORN

America's Oldest Name in Metal Windows • Since 1877
8501 Hegerman Street
Philadelphia 36, Pa.

J. S. THORN CO.
8501 Hegerman St., Phila. 36, Pa.

Send me free literature pertaining to your exclusive products; I'm interested.

Name _____
Company _____
Position _____
Street Address _____
City and State _____

☐ Dealer ☐ Distributor A.B.

The Case of the Carefree Carpenter

. . . and the Round Cornered Hinge

Here's the case and what's in it for you!

The Stanley No. 183 Builder's Kit contains a carefully selected, tested and proved collection of time-saving, cost-cutting door hanging equipment for the modern carpenter. Built around the versatile Stanley Electric Router, starring here as a hinge mortiser, this kit has what it takes for up-to-date door hanging.

The same ¾ hp motor that powers the router at 22,000 rpm powers the new J48 16″ jointer plane — a real work eater when it comes to fitting doors.

Other vital accessories included in this builder's kit are:

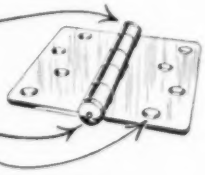
Router base • Template guide • Straight and circular gauge Arbor • Mortising bits (2) • Grinding wheel • Grinding arbor Cutter grinding attachment • Door and jamb butt template Carrying case • Plane cutter

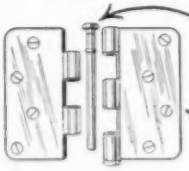
Your dealer has Stanley No. 183 Builder's Kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

Here's Stanley's famous RD241 hinge.

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
2. Hole in the bottom for quick pin removal
3. Clean, accurate countersinking





4. Easily seated, non-rising, lubricated pin
5. Complete interchangeability of leaves
6. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

Your dealer has them, or write for details to Stanley Hardware, 101 Lake St., New Britain, Conn.

REMEMBER THREE HINGES TO A DOOR

STANLEY

The Stanley Works, New Britain, Connecticut

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT • HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING

NOW!

ZEGERS
Dura-seal

IS IN . . .

LIFE

. . . WITH ADS LIKE THIS

. . . REACHING MILLIONS OF PROSPECTIVE HOME BUYERS

. . . SELLING THEM ON WOOD WINDOWS EQUIPPED WITH **ZEGERS** *Dura-seal*

GET COMPLETE INFORMATION ON

1. The *many* advantages of using Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance

2. The powerful Dura-seal advertising program in LIFE and the big tie-in sales promotion program

ZEGERS, INCORPORATED
8090 South Chicago Avenue, Chicago 17, Illinois

What every home buyer should know about windows

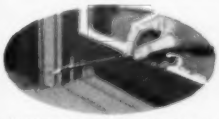
✓ **CHECK FOR WEATHERSTRIPPING!**

Try the match test—no flicker means good weatherstripping! Zegers Dura-seal gives 4½ times better weather protection than prescribed standards.

✓ **CHECK FOR EASY OPERATION!**

Concealed springs actually help you to operate the window—smoothly and quietly!

✓ **CHECK FOR WOOD CONSTRUCTION!**



Window units made of wood are naturally better . . . can't rust, won't sweat, cost less, blend perfectly with home's design inside and out.

Look at the *windows* when you look at a new home! From 30 to 70 per cent of a home's wall area is glass, and its use can mean a house that's dusty and drafty—or *clean and comfortable*. You are *sure* to get the *best* results with wood windows equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance. Dura-seal keeps out cold and drafts, keeps your home warmer and cleaner in the winter—*actually saves up to 40 per cent in fuel!* It protects against dirt and dust in the summer, seals the house perfectly for air conditioning. Windows equipped with Dura-seal operate silently and smoothly—at the touch of a finger.

When you go house hunting, look for the Dura-seal sticker on the window glass and for the name embossed on the metal strip. It's your assurance of year-round weather protection and trouble-free, easy window operation.

Ask your builder or architect about Zegers Dura-seal . . . or get the whole story in the free booklet described below. Write for it today.

ZEGERS, INCORPORATED
8090 South Chicago Avenue
Chicago 17, Illinois

GET THIS FREE BOOK

Write for copy of "What Every Home Buyer Should Know About Windows." Learn how a 60-second test can help you get more home for your money in all climates.

Look for the name on the metal strip . . . on the best wood windows

ZEGERS *Dura-seal*

Kaustine

QUALITY HEATING

a BIG "PLUS" that Sells Homes!

NOW BACKED BY A 10 YEAR WARRANTY

GAS-FIRED MODELS

Forced warm air units for every type of residential installation delivering from 64,000 to 90,000 B.T.U.'s at the bonnet. High Boy, Low Boy and Counterflo models all fully tested and approved by A. G. A.

OIL-FIRED MODELS

A complete line of warm air units for every type of installation delivering from 75,000 to 250,000 B.T.U.'s at the bonnet. All models equipped with high pressure burners to burn No. 2 fuel oil.

There is no substitute for QUALITY in home heating equipment...and that is why so many top builders install Kaustine Gas and Oil-fired Furnaces.

They ***know*** they can rely on Kaustine's most unique development, the "Tear-Drop" Designed Heat Exchanger System, to deliver quick, even heat with a minimum of fuel consumption.

They ***know*** they can depend on Kaustine warranty backed furnaces for efficient trouble-free operation and long years of service.

They ***know*** that Kaustine Engineering and Factory Assembly cuts their construction and installation costs to a minimum and that Kaustine Design saves valuable floor space.

So, whether you build modest homes or mansions ...let Kaustine solve your heating problems.

GET THE FACTS . . . WRITE DEPT. AB-1

Kaustine FURNACE & TANK CORP. PERRY, NEW YORK

TOPS IN QUALITY

There is a Kaustine Furnace or Winter Air Conditioner for every type of home

In new construction, nailing is most economical. Simply fur out the joists, nail Cushiontone to furring, and your sound-conditioned ceiling is completed. No bother with plaster, gypsum board, or paint. In one fast installation, Armstrong Cushiontone provides a completely finished ceiling that won't crack.

What's the best way to install sound conditioning?

Methods vary with the job, but all are quick, easy, economical when you use Armstrong Cushiontone tile

New tongue-and-groove joint makes it easy to install Cushiontone by stapling it to furring. Nails can also be used. The snug-fitting joint assures a level surface with minimum effort and hides all staples and nail heads. Any carpenter can quickly install Cushiontone without special tools or training.

You get a beautiful job, no matter which method you use. Cushiontone's smooth white finish and Full Random design add a fresh decorative touch to any interior. The combination of Armstrong Cushiontone's quiet and beauty gives your homes a valuable new sales feature. For free promotional material, see your Armstrong lumber dealer or write Armstrong Cork Company, 4201 Rider Avenue, Lancaster, Pennsylvania.

In remodeling, cementing is most practical if the old ceiling is sound. Prefinished Armstrong Cushiontone T & G offers a fast and economical way to cover cracked plaster ceilings. No preparatory work other than applying the cement is necessary. If ceiling is unsound, install 1" x 3" furring strips, then nail Cushiontone.

Nationally advertised in leading magazines, Cushiontone is known to millions of families who want quiet at home. Whether you build or remodel, you'll find new profits in Cushiontone sound-conditioning ceilings.

Armstrong
CEILINGS

Cushiontone® • Temlok® Tile

. . . to quiet and beautify homes

Yes There's a Lot of Difference in OAK FLOORING

IT MAY look alike in the bundle; seem all the same delivered on the job. But, right there the difference begins: in how it joins up for the floor layer, how smooth it is after sanding, how it takes sealer and finish, how stabilized it stays through the years.

Royal Oak Flooring supplies definite, affirmative qualification in each instance; with bundles prominently identified by authentic grade and registered trade marks; with engineered tongue and groove, precision machined to draw up without forcing; with advanced drying and seasoning to safeguard maximum stability and smoothness, free from cupping, buckling or shrinking; with texture of complete affinity for finishes that assures enduring beauty.

When the best in hardwood flooring is a "must," you can install Royal Oak Flooring, confident that these superiorities will hold in every installation, backed by Crossett's long and solid reputation for highest quality standards.

Constant Betterment Through Research

For further information, address:

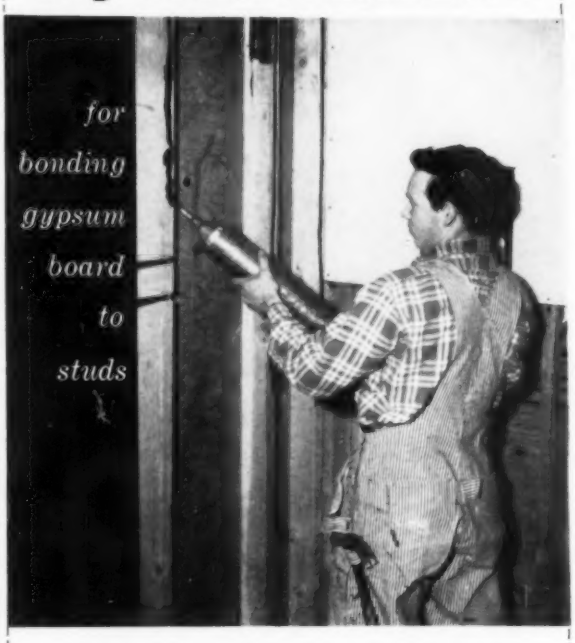
CROSSETT LUMBER COMPANY

A Division of The Crossett Company

CROSSETT . . . ARKANSAS

ROYAL OAK CROSSETT ARK 5 ROYAL OAK

Sensational new Dry Wall Adhesive



BUILDER ANDY PLACE, South Bend, Indiana, uses Miracle Dry Wall Adhesive and Miracle method to speed dry wall installation, substantially reduces his costs!

Eliminates nail popping!

Uses 50% less nails!

Lessens racking!

You speed dry wall installations, save substantially in time and costs. Taping and concealing are minimized, with so many less nail holes to fill! Racking, strain, and vibration are greatly reduced. Miracle Dry Wall Adhesive, formulated and developed specifically for installation of gypsum board to studs, does a better-than-ever dry wall job in every way!

Here's how: Before erecting gypsum board, Miracle Dry Wall Adhesive is applied to each stud full length, using a 2½ quart caulking gun with ⅜" nozzle. Gypsum board is put up and nailed 18" o.c., with one or two nails on center of intermediate studs.

FREE: Colorful, illustrated brochure describes dry wall method, details time and cost saving. Write for your free copy without obligation today.

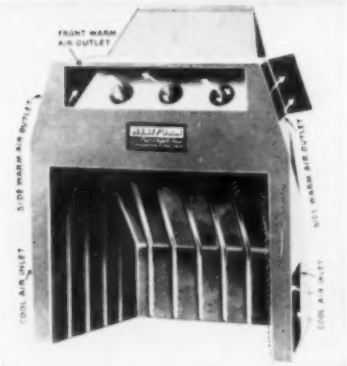
MIRACLE ADHESIVES CORP.

CONSTRUCTION BY ADHESION

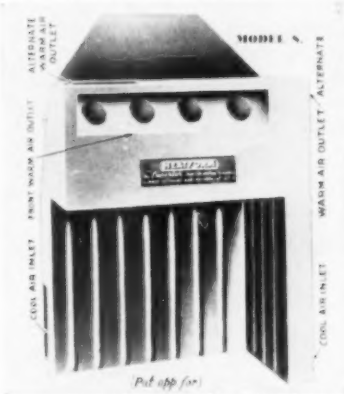
214 E. 53rd Street, New York 22, N. Y.

HEATFORMS* and *Superior* FORM DAMPERS

FOR BETTER & TROUBLE-FREE FIREPLACES



HEATFORM Model "A" for conventional fireplaces. (Damper is built-in).



HEATFORM Model "S" for modern corner fireplaces, with view of fire from front and either side. (Damper is built-in).

HEATFORM Model "M" for fireplaces with view of the fire from front and both sides. (Damper is built-in).

Dealers, Architects, Engineers, Draftsmen, Home Building & Masonry Contractors

WRITE TODAY

for Complimentary FILE KIT of literature on this efficient and profitable line of Fireplace Equipment

HEATFORM

The *Superior* Heat Circulating Fireplace Unit

(shown at left)

HEATFORM consists of fire-box, throat, smoke-dome, and properly hinged and operated damper. It is a perfect guide for masonry —hearth to flue.

HEATFORM air chambers capture and circulate heat (otherwise lost up the chimney by the old-fashioned fireplace) heating entire room and warming adjoining rooms.

HEATFORM adds but little to the cost of the finished fireplace, because it saves some materials and labor necessary in the construction of the ordinary fireplace.

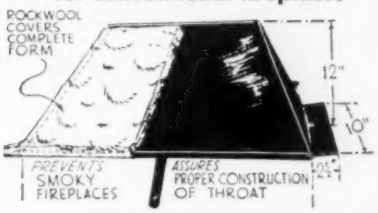
SUPERIOR FORM DAMPERS

(shown at right)

To be used only when the extra heat of the HEATFORM is not essential.

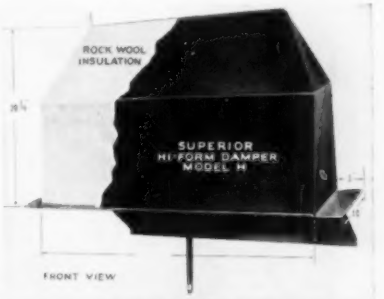
Thirty years ago, our engineers found the ordinary dome damper was unsatisfactory, as it gave no protection against smoke troubles, nor was there any provision made to absorb metal expansion to prevent cracking of the masonry. Therefore, we developed the Superior Form Damper. Its wide throat, high form, and properly hinged and operated damper avoid construction mistakes and assure perfect draft.

SUPERIOR MODEL "L" DAMPER
—for conventional fireplaces



SUPERIOR HI-FORM DAMPER
(Model "H")

The new damper developed by Superior engineers to be used in modern fireplaces with two or three sides open; also for those opening through between two rooms.



(*) HEATFORM registered trademark of Superior Fireplace Co. PAT. APPLIED FOR

SOLD ONLY THROUGH BUILDING MATERIAL DEALERS. PROMPT SERVICE FROM OUR TWO FACTORIES SERVING DISTRIBUTORS THROUGHOUT ALL TRADE AREAS IN U. S. A.

PLEASE IDENTIFY YOUR PROFESSION OR TRADE WHEN WRITING FOR FREE FILE KIT

SUPERIOR FIREPLACE CO.

Dept. AB-561
1708 E. 15th St.,
LOS ANGELES, 21, Calif.

Dept. AB-561
601 North Point Road
BALTIMORE, 6, MARYLAND

After it rains

will your homes be selling you?

Rain-carrying equipment costs *little* but makes a *big* difference!

Will the homes you build today help you sell more homes a few months from now — or will they begin to take on a run-down look—paint-streaked and discolored, siding rotting, foundations undermined?

Rain-carrying equipment protects your reputation. It keeps roof-contaminated rain water from streaming down the siding and eroding the soil at the foundations. It guards your home in a hundred ways against the insidious inroads of moisture.

Rain-carrying equipment is not a *luxury,* not an "extra" which home owners can do without. It is as important to a house as a windshield is to an automobile.

Milcor Galvanized Gutter and Conductor Pipe cost so little that you can't afford to jeopardize your reputation by leaving them out. Besides, Milcor rain-carrying equipment has the *extra strength of galvanized steel,* is long-lasting and trouble-free.

Ask your building supply dealer — or write for Milcor Catalog No. 306.

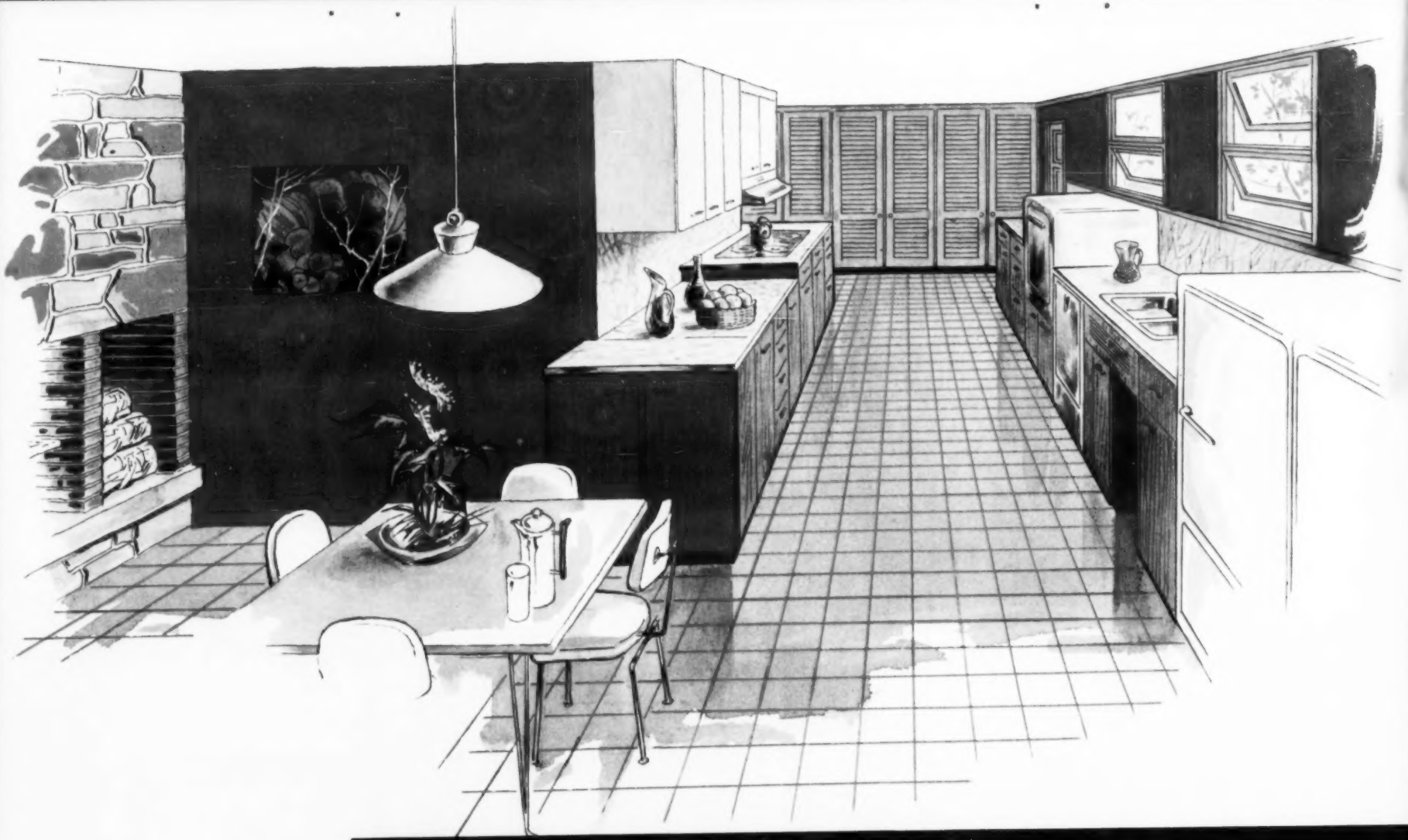
MILCOR®

Galvanized Gutter,
Conductor Pipe and Accessories

INLAND STEEL PRODUCTS COMPANY
4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN

OFFICES IN: BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DETROIT
KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW YORK • AND ST. LOUIS.

M-167



BILT-WELL "LIVING-CONDITIONED" KITCHEN

SEE DETAILS INSIDE

NEW BILT-WELL "LIVING-CONDITIONED" KITCHEN OFFERS HOME BUILDERS TOP SALES FEATURES FOR '56!

... Plan now to build the BILT-WELL "Living-Conditioned" Kitchen into your homes this year and take advantage of the most dynamic kitchen promotion ever developed to help builders increase the sale of their homes!

More American women will see and read about the unique Living-Conditioned Kitchen this year in national advertising than any other kitchen ever designed!

This exciting and dramatic kitchen layout, scientifically planned by Living magazine to provide the housewife with the last word in kitchen beauty, convenience and utility, will carry the advertising weight of several different manufacturers who have combined their products to make this unusual kitchen "package" possible... BILT-WELL Cabinets—Thermador Ovens & Ranges—Formica Counter Tops—Elkay Sinks—Amerock Hardware—Insinkerator Dishwasher.

The Living-Conditioned Kitchen features BILT-WELL semi-assembled wood cabinets... the beautifully designed, modern cabinet line that has greater consumer acceptance than any other wood cabinet on the market today! And even more important, a complete kitchen of carton-packaged BILT-WELL cabinets can be assembled and installed in just a fraction of the time it takes to custom-build a kitchen... and at about half the cost!

Powerful Advertising and Merchandising Program designed to pre-sell the Living-Conditioned Kitchen to your home prospects!

1. **Complete, detailed working blueprints on the Living-Conditioned Kitchen and its many variations available, free of charge to all participating builders. Professional consultation on construction details and decorating also available.**
2. **Living-Conditioned Kitchen Model Home Display Kit will be sent to all participating builders. Kit includes:**
   - **—Living-Conditioned Kitchen signs for exterior and interior of model home.**
   - **—Full-color "give-away" folders describing features of kitchen for model home visitors.**
   - **—Easel-backed Living-Conditioned display for kitchen of model home.**
   - **—Special ad mats, copy ideas, radio and TV spots for local advertising.**
3. **Dominant, full-color advertisements on Living-Conditioned Kitchen will appear regularly throughout 1956 in national magazines... Better Homes & Gardens—House Beautiful—Living for Young Homemakers. These ads will urge prospects to see the Living-Conditioned Kitchen and provide names of builders in the area who have the kitchen in their homes.**

HERE'S WHAT AMERICA'S LEADING BUILDERS

CLIFF MAY
Cliff May Homes
Los Angeles, Calif.

"We have specified and selected BILT-WELL Cabinets for several reasons, one of which is the company behind them, and also the fine workmanship and packaging the cabinets have. Our CLIFF MAY HOMES dealers in California, Arizona and Nevada are very pleased with their installation."

C. E. BROCK
M. J. Brock & Sons, Inc.
Los Angeles, Calif.

"We have established a reputation for quality materials in residential construction and after using BILT-WELL Cabinets for better than a year, they have proven to be of the highest standard. We have found that the modern lines, rounded corners and beautiful finishes definitely make BILT-WELL Cabinets appealing to the customer. BILT-WELL Cabinets have been a distinct asset in the sales of our homes."

SEE THE 1956 LINE OF BILT-WELL NEW AND IMPROVED PRODUCTS AT THE BUILDERS' SHOW IN CHICAGO!

NEW LOUVER DOORS add distinctive charm to popular BILT-WELL Wardrobe Storage Cabinets and provide desirable air circulation.

UTILITY ROOM STORAGE

BATHROOM

DECREASE YOUR LABOR COSTS! INCREASE THE "SALEABILITY" OF YOUR HOMES...with BILT-WELL Multiple-Use Storage Cabinet Units!

Why use one type of cabinet in the kitchen and different types in other storage areas in the house when you can solve all storage problems easily, beautifully and economically with the popular BILT-WELL line of modern wood cabinets?

All BILT-WELL cabinets are designed to fit the Lu-re-co construction system and only BILT-WELL has the 45″ upper cabinets that run to the ceiling, eliminating the need for building a drop ceiling or soffit.

Pictured below are just a few of the hundreds of builders across the country who have found that they can cut down on installation time and labor costs and add to the sales appeal of their homes by using BILT-WELL cabinets in the kitchen, utility room, bedroom, bathroom and other storage areas throughout the house.

If you are being pressed between consumer demand for a higher quality home and steadfly rising labor costs, it will pay you to investigate BILT-WELL K-D, easy-to-install wood cabinets.

Carr, Adams & Collier Company, Manufacturers of

. . . BILT-WELL WINDOW UNITS—Awning, Double-Hung, Casement, Basement, Storm and Screen, Gable, Sash & Louvers . . . BILT-WELL CABINET UNITS—Kitchen, Wardrobe, Multiple-Use, Corner China, Mantels . . . BILT-WELL DOORS—Interior, Exterior, Combination, Garage, Screen, Flush, Entrances.

SAY ABOUT BILT-WELL MULTIPLE-USE CABINETS!

CHARLES E. ERDLE, Pres.
Erdle & Graves, Inc.
Rochester, New York

"Everyone knows that quality at low cost is what the home buyer is looking for today. The buyer wants a better way of living, with more conveniences and with lower maintenance costs. We feel BILT-WELL cabinets and other BILT-WELL products meet all these requirements. The range of products that BILT-WELL manufactures fit all our needs even though we do build modern, semi-modern and traditional homes."

ROBERT GERHOLZ
Gerholz Community Homes, Inc.
Flint, Mich.

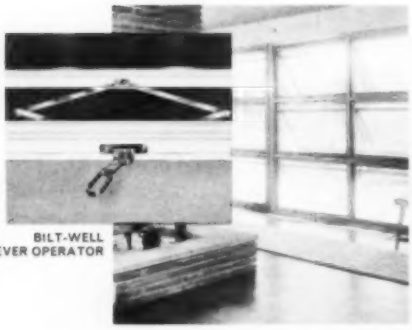
"Our architect and construction superintendent are most enthusiastic about the BILT-WELL storage walls, kitchen cabinets and windows. I'm particularly impressed with the quality of the product and the realistic price tag. We've had marvelous public acceptance of these products."

50 TICKETS TO BROADWAY HIT SHOW "PAJAMA GAME" TO BE GIVEN AWAY FREE!

See us at Booths Nos. 556, 557 and 558 Sherman Hotel

COMPLETE YOUR "LIVING-CONDITIONED" HOME WITH BILT-WELL ROOM-ENGINEERED WINDOWS AND FASHIONABLE BILT-WELL DOORS!

Proper light and ventilation conditioning are important attributes of the truly "Living-Conditioned" home. And you can add these important sales features to the homes you build when you choose from the complete line of BILT-WELL room-engineered window units. Highlight your "Living-Conditioned" home with decorator-styled BILT-WELL doors. Now, at last, you can have matching entrance and combination doors with the new BILT-WELL Com-o-dor screen or combination and its unique, harmonizing companion entrance door. Coupled with the famous Belvedere models, the BILT-WELL line of doors lend an air of distinction to any home!



BILT-WELL LEVER OPERATOR

BILT-WELL PATENTED WEATHER-STRIP

THE POPULAR BILT-WELL AWNING WINDOW FOR MULTIPLE-PURPOSE USE.

Now the famous BILT-WELL Awning Window is better than ever!

Adding to the sales appeal of this popular unit is a new, attractive, fool-proof operating lever and double-insulating glass as an optional feature.

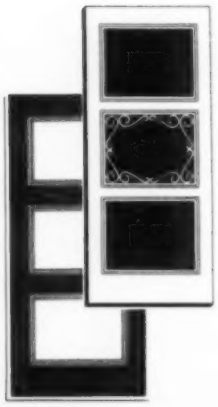
No other Awning Window offers such a combination of simple operation, maximum weathertightness and utmost flexibility of unit arrangement.

FASHIONABLE BILT-WELL CASEMENT WINDOW

Precisely made of clear, kiln-dried, insulating Ponderosa Pine, BILT-WELL Casements are double weatherstripped and double glazed for year 'round comfort and convenience. Easy to install and easy to operate, they offer lasting satisfaction.

FAMOUS BILT-WELL DOUBLE-HUNG WINDOW

Only the BILT-WELL Double-Hung Window features built-in "thermostatic control". Weather-stripping is self-adjusting with changes in temperature and humidity providing constant, tight weather protection in all kinds of weather. Minimum friction plus perfect counter-balancing adds up to a window that is twice as weathertight with 1/10th the lifting effort.



BILT-WELL COM-O-DOR AND MATCHING ENTRANCE DOOR

Now it's available! An excitingly different screen or combination door with a specially designed entrance door to match. Com-o-dor comes with removable storm panels and unique decorative grilles. Together with its companion entrance door, the Com-o-dor permits unlimited decorating possibilities for both contemporary and traditional homes.

BILT-WELL BELVEDERE DOORS

Available in four different designs, the popular Belvedere door is the "high fashion" door of the industry. The Belvedere is made of the finest kiln-dried Ponderosa Pine. Stiles are of durable 5-ply construction.

Manufactured by **CARR, ADAMS & COLLIER COMPANY**

Established 1866

DUBUQUE, IOWA

AMERICAN BUILDER AWARD

EDITOR'S CHOICE:

The recent "Best Model Homes of 1955" contest by American Builder brought in so many good entries that the judges had a difficult time selecting the final winners. For this reason and in recognition of the many outstanding houses not otherwise honored, the editors have created a special award, "Editor's Choice." Among the first of those houses selected for this award (and the seal that goes with it) are these . . .

Four trend-setting houses for 1956

1

F. D. Kindred . . .

STYLED FOR OUTDOOR LIVING, this Lexington, Ky. house by F. D. Kindred represents brick cavity construction at its best. Kindred got six good prospects after opening house.

2

Westwood Properties . . .

MODULAR SPLIT LEVEL in medium price class by Virginia builder team of father and three sons hits new high in contemporary split-level construction.

3

Harvey Bream . . .

MINNESOTA BUILDER shows what happens when you set out to do something ultra special with a tri-level. Focal point of entire house is his family room. Big, roomy—with built-ins.

4

Modular Homes Inc.

IN TURNING OUT pre-fabs by the dozen this California company depends on the local builder to add the custom touch. That this can be done easily is evident in this award winner.

AMERICAN BUILDER AWARD

EDITOR'S CHOICE

F. D. KINDRED, LEXINGTON, KY.

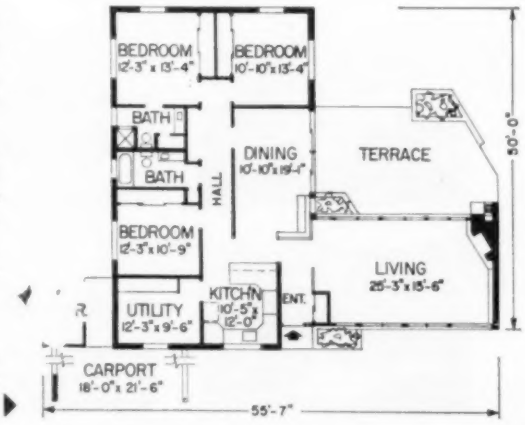
There's much more here than

This solidly built, $25,000 house is the work of F. D. Kindred, young president of the Lexington, Ky. HBA. Awake to the big trend towards more indoor-outdoor living, Kindred got architect L. Wayne Tune to design a one level, three bedroom house that would turn its back to the street and give its occupants a good chance to enjoy terrace living. The result is seen in the plan at the right and in the pictures shown here.

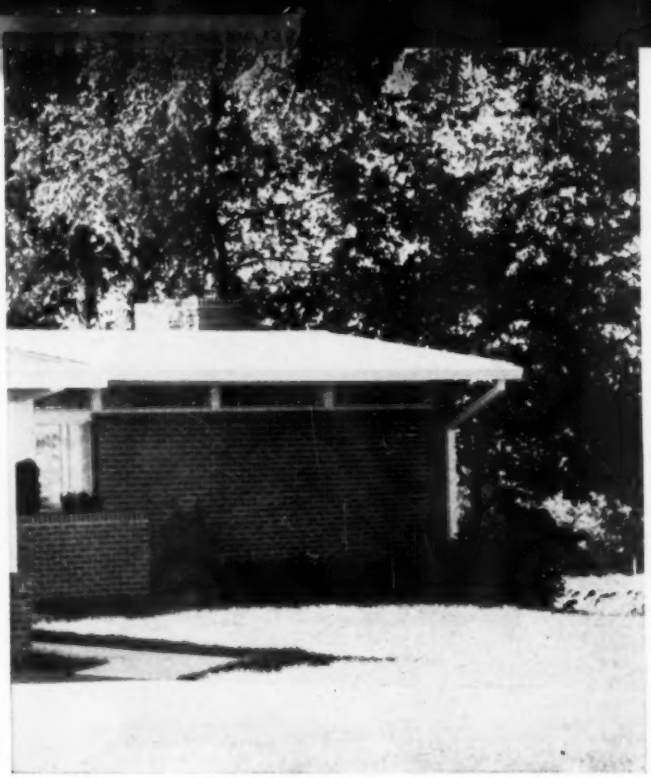
At no time did Kindred consider making the carport double as a terrace, as some builders try to do. To do so would have meant complete loss of privacy and would have been impractical as far as outdoor cooking is concerned. As it is, the owners of this house have a terrace easily accessible from both living and dining areas—plus a built-in oven and grill for outdoor barbecues.

The long low roof line with its 1½:12 pitch, the row of clerestories, the flat-roofed carport and the breezeway-connected storage area in the rear—these are features worth studying. Of special interest is the carport, with its 3-inch steel columns imbedded in brick and the built-up roof beams (three 2 x 12's). Sliding aluminum windows and doors (Pana-View) are used throughout the house.

The dining area is actually Kindred's idea of a family room, one end of which may be closed off with a folding door. The kitchen is based on the familiar U-plan. Some might prefer it closer to the terrace, but for most people it seems to be ideally situated, even from the point of view of play supervision.



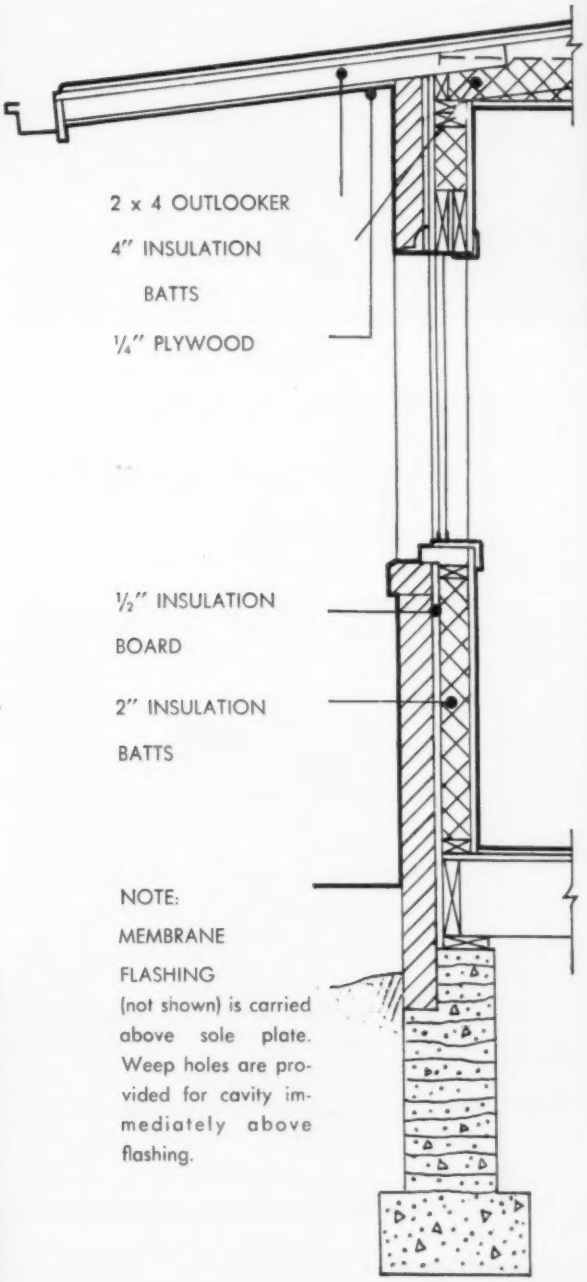
3-BEDROOM, 2-BATH plan is familiar L shape. There's more storage behind carport, and utility room has 9-ft. storage cabinet. Fireplace has outdoor oven, grill.



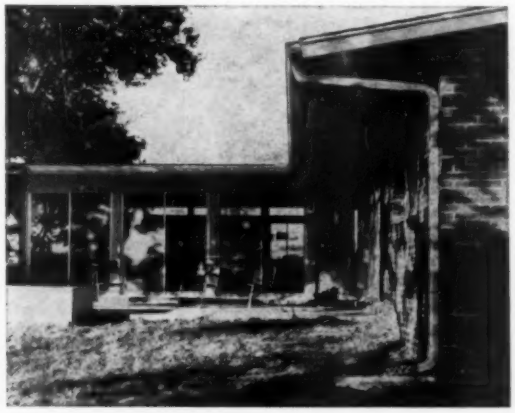
TAPESTRY FINISH red brick exterior has contrasting white roof, V-groove vertical siding and white trim. Entrance door is red. Planters appear at entrance and on terrace.

meets the eye

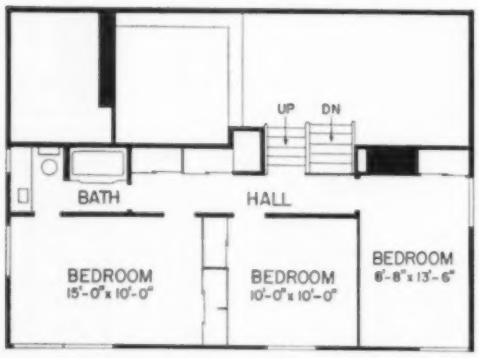
CUT-THROUGH VIEW of Kindred's wall and foundation. Plywood soffits have 2-in. ventilating slots just behind fascia board. House is well insulated for Kentucky climate.



BUILT-IN BARBECUE oven and grill is at left of terrace, which gets good protection even in late fall. End wall, right, of bedroom is typical, finished to 9 inches thick.



MODULAR HOUSE in McLean, Va. has exterior of common brick, plywood, with spots of architect-controlled color in window panels. Every effort was made by builders and architect to preserve sites, keep monotony out.



UPPER LEVEL

LOWER & MIDDLE LEVELS

LOWSTUTER PLAN puts kitchen on central level, close to driveway, carport and main entry. Upper level is bedroom area. Lower level could be used as an apartment complete with living room, bedroom, bath and storage.

WESTWOOD PROPERTIES, McLEAN, VA.

AMERICAN BUILDER AWARD

EDITOR'S CHOICE

Will your

Any builder of split levels who still sticks to postwar designs should take a second look at the two houses shown here. They are about the truest contemporaries to come out of the Washington, D. C. and St. Paul areas. And although they represent two approaches to building—tract and custom—they have one thing in common—quality.

The Westwood Properties' house, above, is an engineer's dream. It's a tri-level built on a 4 foot module. Standard panels fit within this module with little or no cutting, and framing members around windows and entrances are left exposed and painted white to emphasize the module.

The Lowstuters (father and three sons), builder-owners of Westwood Properties, Inc., teamed with architect Richard L. Parli to produce a house that sells for $20,325, including half acre lot, black top driveway and landscaping. The Lowstuters bend over backwards to preserve trees. In fact, they pay almost as much attention to siting and land planning as to the houses themselves.

In architect Parli's tri-level plan the major emphasis is on the middle or work level. Here is where the kitchen, utility and dining-living room are located. Two sliding glass doors add to the heat loss of the house, but this is not excessive. In fact gas company estimates place the yearly heat bill at $155. The foil insulation in both ceiling and sidewalls helps to keep this figure down.

MAIN ENTRY to Bream house has louvered and solid doors. Siding is redwood battens over asbestos-cement panels.

FIREPLACE WALL of family room extends to living room level, sets at sharp angle. Built-in TV is at far right.

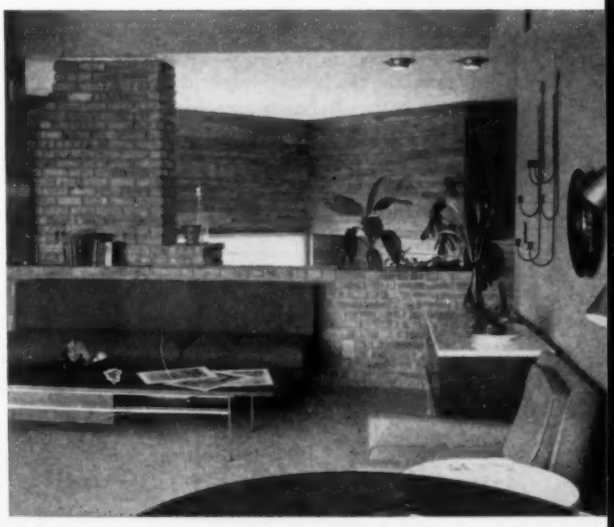
HARVEY BREAM, ST. PAUL, MINN.

next splits look like these?

AMERICAN BUILDER AWARD

EDITOR'S CHOICE

All the ideas builder Harvey Bream ever had about split levels are jelled in this one model. He has, for example, made the entrance stairway (below) a dramatic point of interest. He's turned the standard rectangular plan into an L, and he's done things with diagonals (*continued on page 76*)



LIVING ROOM becomes quiet conversation area in Bream version. Beyond is acoustical ceiling of the family room. Brick wall is part of fireplace. It has built-in planter, shelf for books and wire sculpture, electrical outlets.

EXPANDED IRON serves to dignify and dramatize entrance landing, which leads down to family room, left, and up to stairway and sleeping area. Stairs and living area are carpeted. Horizontal paneling is knotty ash.

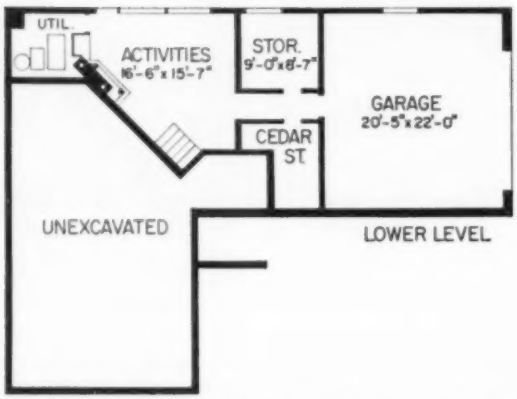
TURN PAGE FOR EXTERIOR OF BREAM HOUSE

REDWOOD 1 x 3's are used as battens over asbestos-cement panels for attractive, easy to maintain exterior. Small areas between windows are stucco. Roof pitches equally in both directions, has J-M Seal-O-Matic shingles.

HARVEY BREAM, ST. PAUL, MINN. continued

and angles that most builders would shy completely away from. The result is this tri-level, representing the best in contemporary construction. True, it's not in the same price class ($34,800) as the Lowstuter house but it's still an outstanding value.

Bream's big beef about split levels is that too often they are freakish in design, poorly sited and skimpy with materials. His house is none of these. His kitchen, for example, has the usual number of built-in appliances (Westinghouse) plus a Lazy Susan, pop-up mixer and sliding trays for pots and pans. His kitchen sink overlooks the breakfast area, which is separate from the dining room. His utility room off the kitchen has 14 feet of storage space. His fireplace wall is almost a story and a half high. And his ground level family room has a studio high ceiling of acoustical plaster. The room combines common brick, Corktone asphalt tile flooring and knotty ash paneling, and connects with a furnace room in the rear, storage and garage in the front, powder room and kitchen to one side. With the kitchen at one end of the L, Bream's family room has truly become the center of the house. Will this be true of the next split level you build?



LOWER OR GROUND level has garage and storage areas under bedrooms. Note angle of fireplace wall in family room.

UPPER LEVEL has separate dressing room off master bedroom, two baths. House was designed for a 100 x 180 foot lot.

PRICED AT $16,750, exclusive of lot, this California pre-fab is a good compromise between the hand-hewn look of the past with today's production methods. Builders have choice of plans, roof pitches, flooring and carports.

MODULAR HOMES INC., SACRAMENTO, CALIF.

AMERICAN BUILDER AWARD

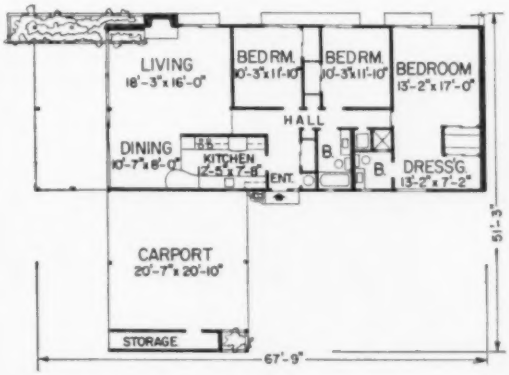
EDITOR'S CHOICE

Part pre-fab, part custom

Under the rough board and batten skin of this house lurks a pre-fab. Yet there's no "factory-look" about it; in fact it looks custom-made. Cedar shakes and cut stone give no hint of the pre-fab panels and pre-cut posts and beams that lie underneath. Inside, it has nothing of a factory-built look, as you can see from the picture below.

A two-panel system is the basis of this house. The exterior system consists of 2 x 4's on 16-inch centers, with 1 x 12 redwood boards and battens. Interior panels are similar but finished with gypsum wallboard. Both types have fireblocking and let-in bracing. The house has the full approval of VA, FHA and the local Sacramento banks.

RANCH PLANKS are laid over conventional floor or slab. All wall panels have redwood sills as well as plates.



THREE BEDROOM plan has two baths, ample storage. Fireplace is optional. Double carport serves as terrace too.

Try built-in TV for a sharper

In a couple of years built-in TV wiring will be as standard as the bathtub. Right now it's a hot merchandising extra that too few builders are using.

A builder who fails to put enough electrical outlets in his houses might just as well hang up his hammer and go home; he's committing economic suicide. Today's homeowner either plans to or actually does own many electrical appliances; he expects the house he buys to make full provision for them.

With one exception: the television set.

You can plug a TV set in any outlet, but the antenna is a different story. The average buyer expects either to call in a service man to put it up, or else to climb up on the roof and do it himself, at the risk of a broken leg and a leaking roof. And the final result is generally unflattering to the house.

Why shouldn't the builder include a built-in antenna system? It shouldn't cost more than sixty dollars at the most; at that price it's a merchandising bargain.

If the installation was made in a finished house, there would be little or no cost advantage in having the builder rather than the buyer do the job. It would be expensive, too, to put multiple outlets in walls already closed in. If, however, the system is put in while the house is being built, it's a relatively simple and much cheaper job.

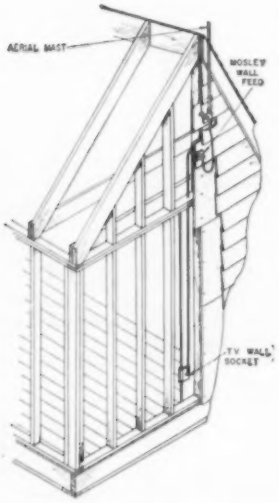
There are three major points which will be of interest to the buyer:

First: the installation will be a clean one. Lead in wires will not run down the side of the house and in through a window, they will be neatly carried inside through a special fitting close to the mast. Only the antenna itself will be visible, and in strong reception areas it will often be possible to install it in the attic, completely out of sight.

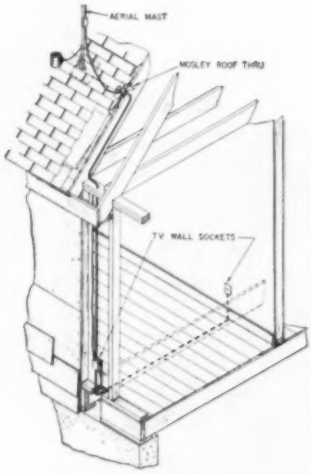
Second: the use of multiple outlets gives the owner complete flexibility in the use of his set. Extra outlets permit it to be operated anywhere—in the family room, for instance, or in a bedroom if someone in the family is sick. And if there are two sets in the house, a special fitting will permit the use of both of them at the same time from the same antenna lead.

Third: the buyer whose house has built-in TV wiring will feel the same confidence in the system

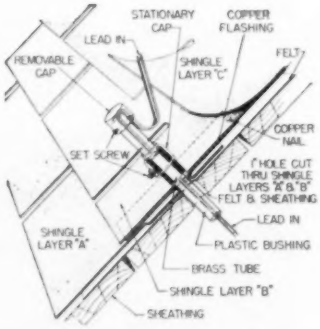
It's cheap and easy to install in new construction



TYPICAL side wall installation. This method has the advantage of needing no supporting stays.



MOST COMMON type of roof installation. This method is the least unsightly when seen from the ground.



THROUGH ROOF fitting, used with the roof installation. It also is used where a chimney mount is employed.

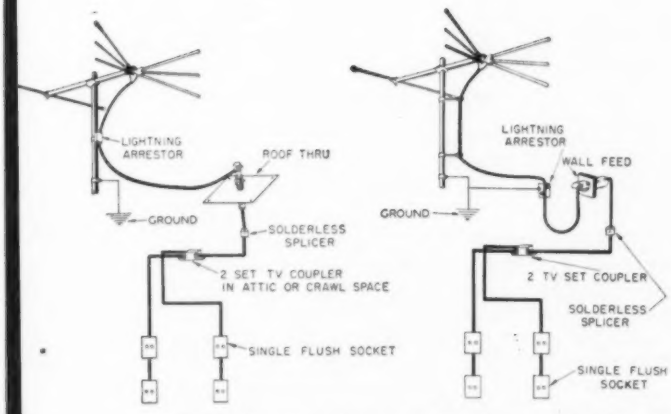
RIGHT and wrong techniques of hooking up outlets. Only one set at a time can be used from such a system.

sales picture . . .

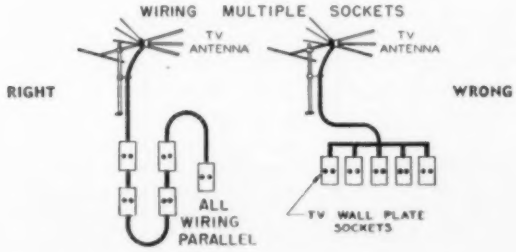
that he does in the rest of the house: and should any defects appear, either in the installation or the equipment itself, he has the builder's guarantee to protect him.

A word of caution: Unless a builder plays with electronics as a hobby, he should have a television specialist make his installations. TV is tricky, and quite unlike conventional electrical work. For that reason the diagrams shown here are intended not as working drawings, but as rough sketches of the types of installations that are possible.

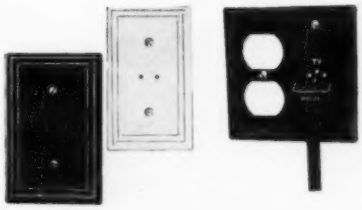
▶ Note: TV lead-in wire is never installed in metal conduit. The current carried is so slight that there is no fire hazard. Special plastic conduit generally is used.



WIRING diagram of the installations shown on the opposite page. Couplers permit the use of two sets off one lead in. Plumbing stack could be used as ground.



These are the fittings used in the installation of built-in TV wiring

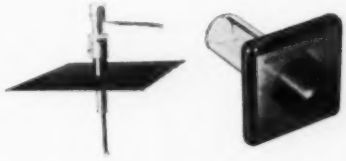


LEFT: Standard wall plate sockets. They are available in either brown or ivory.

RIGHT: Combination wall plate, providing both antenna socket and electrical outlets.

LEFT: Plaster ring for outlets can be used in walls that are up to 1½ inches thick.

RIGHT: Black polyethylene tubing used for conduit. It has no effect on TV signal.



LEFT: Through-roof fitting. It is available for both round and flat antenna wire.

RIGHT: Exterior side wall fitting. It can be used with frame or masonry construction.

LEFT: Match-coupler permits operation of two sets from the same lead-in wire.

RIGHT: Three way fitting is both outlet and control switch for outlets in other rooms.

They're finding

Builders and health departments are doing some constructive worrying on the sewerage problem all over the country.

If it hasn't hit you yet, chances are you're still able to find land near sewerage facilities. Or, further out, you've been lucky enough to acquire land suitable for septic tanks.

But that kind of land is getting harder and harder to find. Even "marginal" land is getting scarce. Builders have to settle for "sub-marginal" land: it's either too heavy with clay or sitting on a stratum of limestone or a high water table; sewage either won't drain off at all or it *will* drain off right into a nearby well or underground reservoir.

That's why responsible health authorities will no longer automatically accept plans for septic tanks even where the usual minimum plot, 100 by 100, is allotted. And that's why the sewage aspect of the community facilities problem is perhaps the toughest and most expensive for the builder to solve. Often his only answer is this: he must create his own sewage-disposal system.

Why builders *must* take this decisive action on sewerage, and thus turn a bitter necessity into a public benefaction, is pointed up in recent statements by national and local authorities.

The problem

In the opening article of this series on Community Facilities last November we quoted Walter L. Picton, Deputy Director of the Division of the Water and Sewerage Industry and Utilities Division of the U. S. Department of Commerce. He said that the next ten years will see a population increase of 21 million that must be met by $15 billions in additional water and sewerage facilities. The more of this the builder can initiate in the normal course of his operations, the easier that problem becomes.

The need is growing. A report by Benn J. Leland, chief sanitary engineer of the Cook County (Ill.) Department of Public Health, at the eighty-third annual meeting of the American Public Health Association, is typical of many observations of the septic tank problem. Generally, a fourth of an acre or 10,000 sq. ft. is the permitted site size, but with the type of clay soils in the Chicago area, a sanitary and adequate septic system cannot be installed if the site also includes a well to provide household water.

SOMETHING NEW on the face of the land: builders of Kingston Estates in New Jersey break the sewage disposal barrier by setting up their own public utility. Result: new acreage for development by themselves and fellow builders.

in a series)

an answer to the sewerage problem

A similar situation was reported by Dr. Earle Brown, Commissioner of Health, Nassau County, Long Island, New York, at a panel on Sewage Disposal at the last meeting of the New York State HBA. "The day of the $150-200 sewage disposal facility is no more. On the north shore, the common depth of clay is 60-80 ft. On the south shore of Long Island, there is a high water table. Most of the good land in the middle of the island is built up. Plans are now coming in for building on sub-marginal land."

The old ways, then, are getting harder to pass off on health department inspectors. To build at all, the developer must assume new responsibilities.

Meeting responsibility

It goes like this. Obviously, the "build-em, sell-em, and scram" type of builder who leaves wails and curses behind him can't hang around long enough to set up, manage, and finally liquidate a long-term proposition like a sewage disposal plant. And builders who do get together to set up such a facility will find themselves growing deeper and deeper into the community.

Harry Goodwin and his sons Dick and Howard, developers of Kingston Estates and founders of the Delaware Township Sewerage Corporation, N. J. (the plant appears in the upper left) find themselves in constant friendly contact with the new civic league, and lend their organizational and political experience to build a close-knit community. In addition to their initial $135,000 investment to build the sewage plant for the first 300 homes, they brought in water a mile and a quarter from the Haddonfield system at a cost of $33,000. They instituted a bus service, offering a guarantee of $2,000. They offered ten acres for school facilities for the first new school in the township in a long time. And, by breaking the utility barrier, they opened up 1,000 acres in the adjoining township for development.

These builders are finding themselves the benevolent uncles in their "community of good neighbors in a good neighborhood." They contribute street speed control signs for the local association to put up. They offer prizes for Christmas decorations.

The Goodwins' Kingston Estates plant is one of several similar operations designed by John Osler, professional engineer of Collingswood, N. J. After the first 300 homes were in, the plant was expanded to handle 300 more Kingston units and then 300 more in fellow-builder Will Switzer's plan, and another 300 in Bob Scarborough's, when the two latter entered agreements with the Delaware Township Sewerage Corp. Eventually the facility will make possible the occupation of 3,000 new homes.

Similar expandable plants were planned by Osler for Tom Edwards and his Stafford Sewerage Corp., which is also used by Blaise Ravikio, president of the Home Builders' League of South Jersey; and for Harold Sarshik and his Woodcrest Colony, which that energetic young builder described at a panel of the N. J. HBA meeting in November.

It happens that all three of these are of the activated sludge type, because the basic problems were similar —to save initial capital expense, even at the price of later increased operation charges. But engineer Osler is careful to point out that the type of plant must be adapted to local conditions—"you don't take the same pill for a headache and for diarrhea." He estimates that an average charge per home owner runs to about $44 a year to pay for construction and amortization of the plant. Thus the residents get sewerage service for less than any but the most ideal septic tank

(*Continued on page* 264)

HOW SOME BUILDERS HAVE SOLVED THE PROBLEM:

1. **Harry Goodwin, Kingston Estates, Camden County, N. J., shares his Delaware Township Sewerage Corp. with two other builders, opens up 1,000 acres of new land.**
2. **Robert Moss established a private water company in Ewing Township, Mercer County, N. J., cooperating with locality and state.**
3. **Julius Gaines set up both water and sewerage facilities for his 10,000-home Carol City in Florida, and is opening them for use by other developments at fair charges.**
4. **Harold Sarshik set up his own sewerage plant for 1,500 units at Haddonfield, N.J.**
5. **Couchois and Miller built $90,000 water system at Haslett, Mich., gave it to town when 400-unit plan was half completed, with everybody getting a good bargain.**
6. **Oscar R. Giesecke, Buffalo, got plans for a disposal plant for 350 units approved, will sell it to the town for $1.**
7. **Myrtle Grove, Fla., started with a plant for 80 homes, will handle over 1,200.**

Retirement homes:

. . . this little

Building houses for older, retired people is a multi-million dollar new market. Maybe you know it and still shy away from it. Maybe you think it's too complicated or too risky or too regional.

If that's the case: the Florida tract shown here proves you wrong on the first two counts; and the Detroit development on the next spread proves that retirement houses are not always in balmy climates.

The Florida tract house sells for between $6500 and $9000, depending on how fancy the retired buyer wants it. The Detroit development rents its units for $65 to $80 a month. Neither had any trouble finding people to fill them.

That's because a good part of our population over 65 years old does not have to live with its children or go to the poorhouse: a whopping 22.5 percent of our 14 million people over 65 have an income of better than $3000 a year; another 13.1 percent can count on between $2000 and $3000. Within those groups, there is a strong nucleus of couples and individuals who have a backlog of funds that came either from savings or from the sale of a house.

Much of that market is ready now to buy retirement housing. A few builders are ready for them. One such builder is George E. Beauchamp of the Orange Gardens Corp., operating in Kissimmee in north central Florida; it's his tract house that we show on this spread. Here's what he did:

How one builder did it

Beauchamp's company bought 380 acres on the edge of Kissimmee for $200 an acre plus development cost. They knew that choice of the site for a retirement project was important: it should be close to existing public services and facilities; it should be near health facilities; since some buyers would be retired younger couples, possibly with children, schools should not be too far away.

As for the retirement house itself, Beauchamp developed the model and its variations with K. C. Moore, Jr., an experienced builder from nearby Orlando. Moore's construction know-how was matched by Beauchamp's knowledge of what older people wanted in a house and by his conviction that cooperative retirement housing is hardly what the "better-off" part of the market has in mind. In short: Beauchamp's market would be like any other for housing: his buyers would want to see a model: if the model filled their particular needs, they would buy it.

Beauchamp's thinking was right. A model was

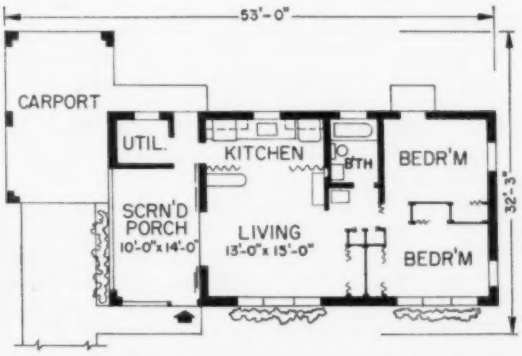
PULLMAN-STYLE KITCHEN has 6x8' folding curtain wall of split wood units. Cabinets are hung so top shelves can be reached without stepping on chair.

a multi-million $$$ market . . .

house gets its share

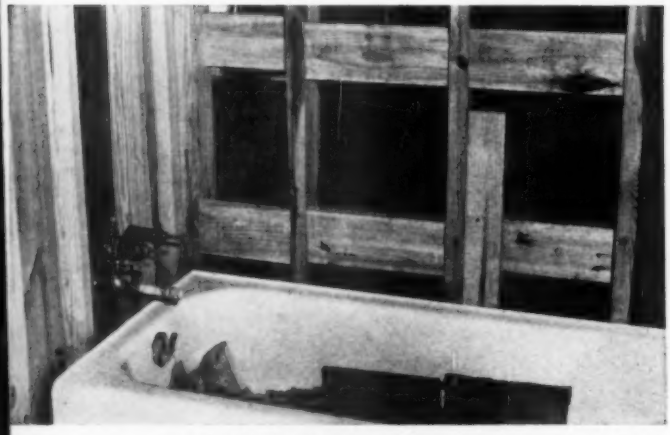
EASY MAINTENANCE is important in a retirement house. Terrazzo floor in living room is not only efficient but handsome. Screened porch beyond is highly popular.

RETIREMENT HOME in Florida's Orange Gardens avoids steps, noticeable inclines, thresholds (except at two exterior doors). Even ramp of drive rises only 8" in 30'.



DON'T MAKE IT TOO SMALL: Orange Gardens house has 868 square feet plus carport. Storage space is 450 cubic feet. All closets are 24" deep. House costs $6500-$9000.

SPECIAL SAFETY FEATURES ARE IMPORTANT ▶



SUPPORTS FOR BOLTS through towel bars and soap dishes are 2x6's; soap dish backs are put to rear of 2x4's; towel rod backs are put to front. Soap dish is recessed.

RETIREMENT HOUSE BATHROOM: all rods and soap dishes will support more than 500 pounds. Tub has 1" carborundum strips, variously colored, to prevent slipping.

opened in February, 1955, and attracted some 4,000 visitors. Since then, houses have been going up at a steady rate of from five to ten at a time. Each house takes about two months to complete.

Because he knows that retired people have set tastes and are making a big adjustment, Beauchamp offers them a wide choice in details: they can extend the basic plan, omit the carport, fill in the porch with jalousies, finish the floor in almost any material, substitute casement windows for jalousies on the model. Result: the buyer has the pleasant feeling of achieving an individually-styled home at a price range from $6500 to $9000.

In selling the house, Beauchamp allows plenty of time for prospects to make up their minds about those details. He believes in having a hostess in the model who makes no effort to sell: she talks "detail" for as long as the prospect wants.

How to get mortgages

Beauchamp does not minimize the difficulties of getting mortgages for buyers over 60 years old. Lenders naturally resist old age because of what it usually means in terms of restricted income, the possibility of the death of the income-possessor, the lower equity that is built up by which to decrease the mortgage, the adverse public relations that can easily result from a default.

But here's what helps to salt down the loans: the larger-than-usual down payments, the reasonably stable incomes of prospects, the hospitalization coverage that the borrowers usually have, their usually adequate life insurance. Sometimes a collateral bondsman on paper is the feature that does it. Also on the plus-side with the lender is the fact that older people do not usually go in for consumer credit and have enough time to maintain the property beautifully.

Downpayments at Orange Gardens are larger than you might expect: usually half the total price. The minimum downpayment is $1,250. In addition, Beauchamp agrees to handle any defaults for the lender. This has served not only to put a floor under prices in the tract but to encourage the lender to go along.

Mortgages are conventional, with a term of 15 years. Thus, on the typical loan of $4,000, monthly payments run about $30. Taxes, nominal on homes in Florida, are extra.

The result of it all: company profit is hitting five percent: Beauchamp considers that a good return on a low investment.

Safety features in the bathroom

Homes at Orange Gardens look much like any others built for small families. But they're not. Because of the age of their occupants, these houses are constructed with special safety features; and the room that gets the builder's first consideration is the bathroom.

This 5x7′ room is small enough so that no matter where you stand, you can grab something solid in case you fall. Doors are 34″ wide to accommodate a wheel chair, if necessary. Grab bars are essential, but they can be camouflaged. The only grab bar that looks like one in the bathroom shown above is the 30″ bar installed vertically at the end of the tub; two towel bars over the tub and the soap dishes are also grab bars.

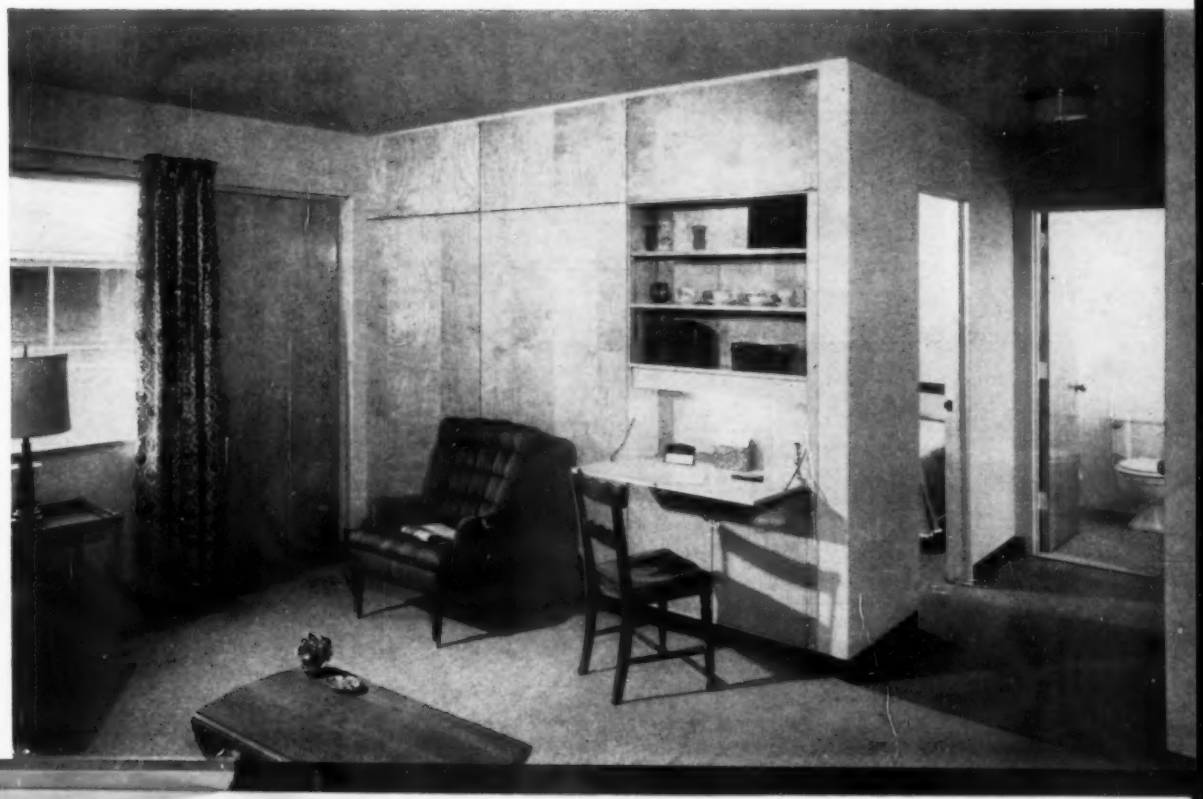
Other "must" features for the bathroom: toilet close to the tub so it can be used as a seat when filling the tub; bathroom faucets within easy reach; a large medicine cabinet; carborundum strips in the tub to prevent slipping; supports for bolts in bathroom bars; lavatory height of 34 or 35 inches; no glass or thin tubing used for towel bars.

RENTED HOUSES AND APARTMENTS are preferred by some retired people. Presbyterian Village, Detroit, offers two-bedroom apartment with safety features: no steps or thresholds; non-slip floors; grab rails in bathrooms. ▶

OLDER PEOPLE WANT PLENTY OF LIGHT. Glass areas at Presbyterian Village, Detroit, are at minimum of 15 percent of floor area; open window areas are seven percent. Builders have also provided space for outdoor living.

. . . they'll retire to a row house

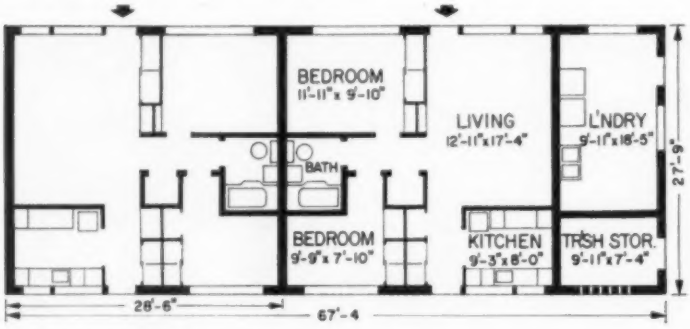
. . . HERE'S HOW TO BUILD IT RIGHT ▶



COURT at Presbyterian Village is open and oriented toward a lively view. Residents don't feel cooped-in. Ideally, all apartments should face south or southwest. Site should be in residential area, near all community facilities.

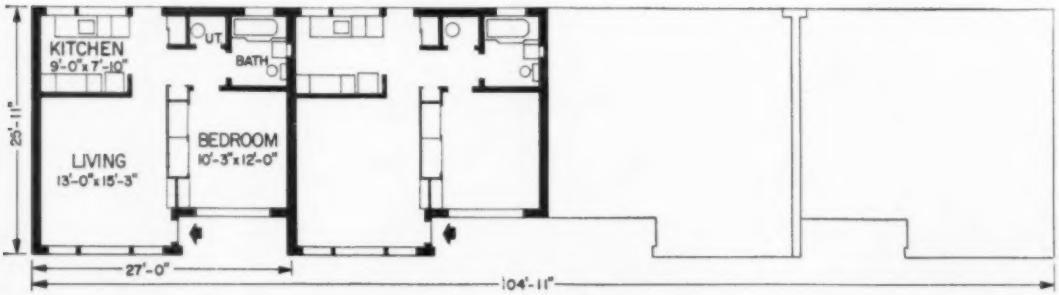
ROW HOUSE RETIREMENT, continued

Presbyterian Village in Detroit offers both institutional housing and rowhouse single-family units on a semi-subsidized basis. But the basic idea of a planned community, attractively sited and intelligently built, is highly adaptable to any builder who wants to enter the market for retirement homes. The idea is highly useful in building not only for couples but for the single person: 24.8 percent of all people over 65 years old are alone. Presbyterian Village row houses are designed as two structures, one with four one-bedroom apartments, the other with two-bedroom units. Cost to build, including extensive landscaping and all kitchen equipment: about $12,000 per unit. Apartments rent for $65 and $80 a month. Presbyterian Village was designed by architects Smith, Hinchman & Grylls, Inc.



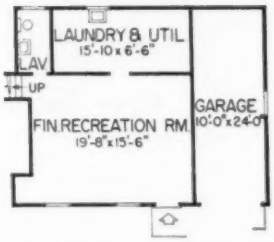
LAUNDRY service room in the building with two-bedroom units serves one-bedroom units as well. All units are brick veneer on concrete slab grade.

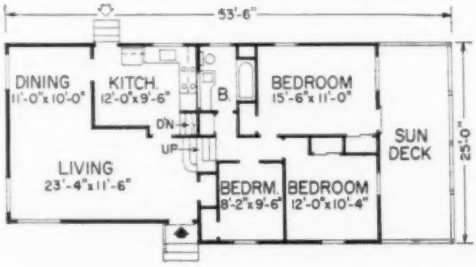
GROUPINGS are easy with two basic building types. Each provides warm air heating. Radiant heat in floor was not considered suitable for old people.



EXTERIOR combines shingle and fieldstone in a choice of colors. Seaview home includes landscaped plot.

Extra entrance helps sales





The constant patter of little feet through the main rooms of the house is no problem in this split level. Reason: The recreation room boasts its own street entrance and lavatory.

Waxman Brothers are the builders of this house, which is one of their seven models at Seaview Village, a 2,000 unit development in the Canarsie section of Brooklyn, N. Y. Other features designed to sell Seaview include a sun deck, center hall entrance, cathedral ceilinged living room, and sliding door closets in the bedrooms. Morris Rothstein & Sons were the architects for the house.

BATHROOM features built-in 60 in. Vanitory, with double sliding door mirrored medicine chests. Back splash is built up to meet frame of the mirror.

KITCHEN is highlighted by waist-high, fully automatic Martha Washington copper wall oven, with separate broiler compartment, four-burner countertop surface cooking unit. Natural birch cabinets with antiqued copper hardware blend with the rest of the room's decor.

1956 CONVENTION

NAHB's great show in Chicago, starting January 22, is bigger this year in two ways: more exhibits (400-plus!) and more discussion groups, clinics, panels and demonstrations

Here's what they'll talk about . . .

BUSINESS . . . will it boom a little or bust a little?

If you're uncertain about your building prospects in 1956, particularly for the second half, the NAHB convention is a good place this year to get a grip on yourself, for better or worse. Top subject of several sessions is "what's ahead?". Don't miss the panel, headed by NAHB economist Nat Rogg, that will include top officials of the Treasury, Federal Reserve and FHA.

CREDIT . . . will U.S. "policy" relax?

Hottest topic in Chicago, as it is even now where builders gather, will be credit. Resentment is bitter over federal policy-makers' attempt to curb inflation by curbing building through curbing credit. Count on this: builders will make themselves heard at the convention unless they get assurances of a new "easing-off" policy from government men invited to speak. Chances are, however, since 1956 is an election year, that kind words will be forthcoming.

NAHB PRESIDENT . . . who will be "*the* man who . . . ?"

It wouldn't be a good convention without plenty of politics in the halls of the Hilton and in smoke-filled rooms at the Sherman. On those terms, 1956 should be one of the best conventions. Here are four strong contenders: Joseph B. Haverstick of Dayton, O., Paul L. Burkhard of Glendale, Calif., Leonard L. Frank of Long Island, N.Y., and Franklin L. Burns of Denver. Our bet: the man who best appeals to the rank-and-file of the small builders will get the nod.

SPLIT LEVELS . . . have they had it?

Hard-headed builders and top architects are scheduled to give you the low-down on what's good for 1956 in house design. Don't be surprised if you hear that splits and ranches may be giving way, in some parts of the country, to a new demand for the peace, quiet and traditional living of the house with a cellar, a first floor and a second floor up a traditional flight of stairs.

MATERIALS . . . will shortages get worse before they get better?

Talk is that materials in increasingly short supply right now may take a turn for the worse. Will the auto industry, for example, take even more glass and steel away from you in 1956? Top economists at the convention will give you the answers. And it almost goes without saying that the biggest group of producers of building materials and equipment in housing history will be on hand to report.

PLASTICS . . . is it sooner than you think?

The use of plastics in building is developing so fast that it's hard to keep up with the times. To see how plastics may affect your work next year (and ten years from next year), better attend a special convention panel-discussion on "New developments in plastics in building."

SMALL BUILDERS . . . will they have a big year?

There's a strong feeling that big-volume builders and high-powered money men have dominated NAHB policies. That feeling will be thrashed out behind the scenes in Chicago and small builders may find themselves sharing the cat-bird seat. On the national scene, small builders can't help but get a break next year from such convention panel discussions as "Cooperative land purchasing for home builders" and numerous sessions on financing and business management. There's even a "how-to-do-it-better" circus. Our advice to smaller builders: this year's convention should be a "hot" one for you.

FHA STANDARDS . . . will they be stiffened in the Spring?

Insiders say that FHA (and VA) standards will be made tougher, despite your thinking that they're tough enough now. Look for a sharp give-and-take discussion at the convention at a panel of builders and FHA-VA officials. You should come away with some answers about *your* 1956 building techniques.

BUILT-INS . . . will the clamor for them continue?

Experts tell us the business of built-ins is still in its babyhood. They have already revolutionized kitchen and bathroom planning, of course; but now they're ready to spread throughout the house. In Chicago, you will see the greatest collection of new built-in devices, equipment and furniture ever assembled. Experts will be there to discuss their effect on home planning and merchandising.

HOT IDEAS . . . what's really new under the sun?

There's a ferment of new construction ideas at work in the building business today and the very best will be shown in Chicago at the Coliseum. You'll see walls tilted, panels constructed, slabs waterproofed . . . all of this and more demonstrated in life-size, action-exhibits for the first time.

PREFABRICATION . . . what's the youngster up to now?

Prefabricators are now accounting for ten percent of the home-building market and they look forward to gaining even a bigger share of it next year with new designs, new sales helps, new ideas for the small builder to use and profit by. Most of these will be covered in a major session on "Improving your business with prefab."

COMMUNITY FACILITIES . . . do you know where you stand?

What's called the "land crisis," which covers the whole problem of the growing shortage of community facilities, will get a thorough going-over in Chicago. If you don't know who should pay for new schools, where to get more land, how to develop it, what your responsibility is to a "new" neighborhood . . . and all the other questions that go with the problem . . . better not miss a meeting.

. . . here's what they'll look at

IDEAS TO BUILD WITH:

1956 PRODUCT SHOW

Sherman

Coliseum

Hilton

Last year, two buildings held NAHB's show. This year a bigger exhibit requires three. That's how hot new products are in 1956, a year when buyers are demanding more.

1956 may well be a critical year—critical because the way you buy will influence the number of sales you will make. Buyers have more houses to choose from now. They're looking harder for the extras that make one house "interesting," but yours a "seller." It's time to take a fresh look at the products you'll build with in '56. Remember, the better you buy, the better you build, the better you sell.

Stainless steel double oven

"Masterpiece," a double oven with rotisserie, is styled in stainless steel. Double ovens are in a single 44¼-in. by 28 11/16-in. frame. Cabinet depth: 24-in. Each oven has its own bake, broil units.

▶ *Thermador Electrical Mfg. Co., Dept. AB, Div. Norris-Thermador Corp., Los Angeles 22, California. Booth No. 444—Sherman, 129—Hilton.*

Check No. 1001 on reply card, p. 168.

Kitchen nook—a space-saver

Spacemaster, the latest addition to Bianco's line of Kitchen Hostess Nooks, comes ready to assemble. The "L"-shaped design permits a traffic-free work area in the small kitchen; leg design solves problem of waste accumulation.

▶ *Bianco Mfg. Co., Dept. AB, 2736 Victor St., St. Louis 4, Missouri. Booth No. 460—Sherman.*

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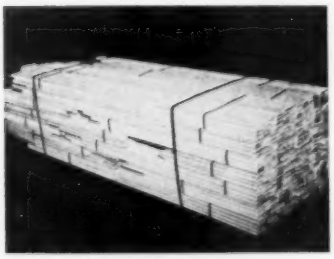


Hardwood wall paneling

"Solidwood" hardwood wall paneling comes in ash, birch, cherry, red oak, walnut, wormy chestnut. Pieces are end matched. Pieces shorter than 8' fit together, form 8' lengths.

▶ *Williams-Brownell, Inc., Hardwood Corp. of America, Dept. AB, P. O. Box 1091, Asheville, N. C. Booth Nos. 544, 545—Sherman.*

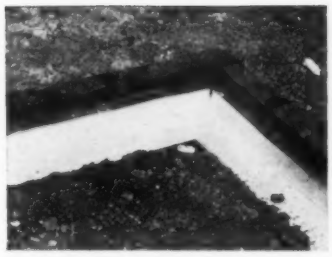
Check No. 1003 on reply card, p. 168.

Right- or left-hand door

The aluminum DeVAC combination door can be used as either a right hand opening door, or rotated 180 degrees, and used as a left hand opening door. New hinging eliminates screws. An aluminum bar, in corner sections, gives door added strength.

▶ *DeVAC, Inc., Dept. AB, 5900 Wayzata Blvd., Minneapolis, Minn. Booth No. 802—Coliseum.*

Check No. 1004 on reply card, p. 168.



Styrofoam prevents heat loss

Styrofoam, a perimeter insulation, is used around edges of concrete foundation of basementless structures. It prevents heat loss through the edge of the concrete. Waterproof and light, it is available in 9-ft. lengths which can be cut into many shapes.

▶ *Dow Chemical Co., Dept. AB, Midland, Mich. Booth Nos. 383, 384—Hilton.*

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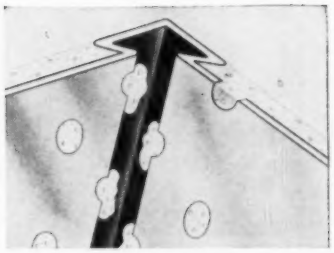

Metal, drywall trim

This all-steel corner guard for drywall construction features: nose of trim wider to space spackle further away from corner and its undercutting, providing a better grip; holes under the nose permit spackle to rivet itself into the nose.

▶ *Drywall Trim, Inc., Dept. AB, 2408 No. Farwell Ave., Milwaukee 11, Wisc. Booth Nos. 337, 338—Hilton.*

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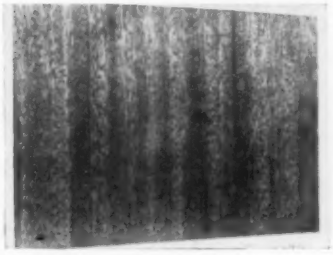


Philippine mahogany

Ven-O-Wood decorative wood paneling is strong and dent-resistent. It is easily worked with regular woodworking tools and readily finished with wide assortment of natural and wood finishes. Ven-O-Wood is made of a lamination of thin mahogany veneers.

▶ *The Long-Bell Lumber Co., Factory Sales Dept., Dept. AB, Longview, Wash., Booth No. 575, 576—Sherman.*

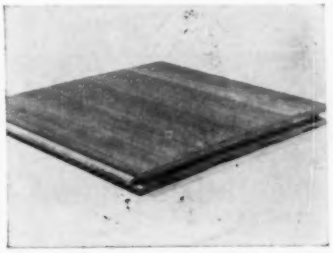
Check No. 1007 on reply card, p. 168.

Stainless steel sinks

Carlton Stainless Steel Sinks cost no more than quality cast iron, says the manufacturer. Can't chip or crack. Won't wear out. Variety of sizes, shapes permit replacement or installation in plastic-covered tops. Price of double sink: about $57.

▶ *Carrollton Mfg. Co., Sink Div., Dept. AB, Carrollton, Ohio. Booth Nos. 379-380—Hilton.*

Check No. 1008 on reply card, p. 168.

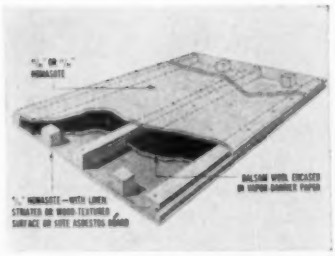


Low-cost hardwood flooring

Delfair Multi-Wood Blok is available in a new, medium-dark finish. Ideally suited for economical installation over concrete in homes, apartments, housing projects, commercial buildings, etc. The flooring is available finished only.

▶ *D. W. Fair Lumber Co., Dept. AB, Box 309, Louisville, Miss. Booth No. 339—Hilton.*

Check No. 1009 on reply card, p. 168.

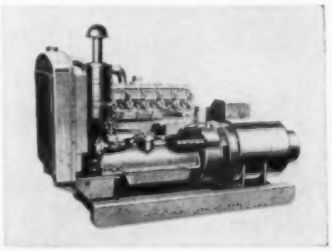


Decking stops condensation

Wilson Air-cor roof decking is engineered for use on flat or pitched roofs. Pre-drilled nail holes permit installation on either 48" or 32" centers. Air channels in panels insure continuous air circulation across entire roof to absorb all normal condensation.

▶ *Homasote Co., Dept. AB, Trenton, N. J. Booth Nos. 68, 69—Hilton.*

Check No. 1010 on reply card, p. 168.

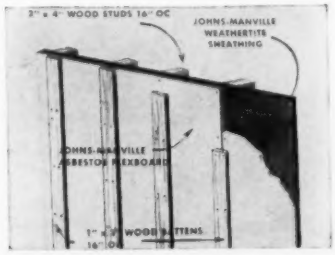


35KW electric plant

This diesel-powered electric plant has a capacity of 35,000 watts A.C. Manufacturer recommends generating plant as a sole supply source for construction projects. Features remote-control electric starting, equipped with over-cranking protection.

▶ *Kohler Co., Dept. AB, Kohler, Wis., Booth No. 885—Coliseum; 94-96—Hilton.*

Check No. 1011 on reply card, p. 168.

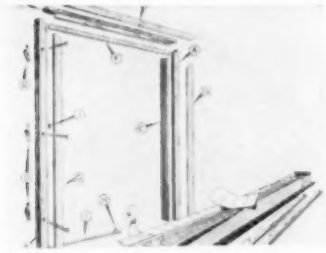


Flexboard for board & battens

Asbestos Flexboard in "board-and-batten" construction provides an exterior wall with emphasis on vertical lines. Standard sheets are 4' wide by 8', 10' or 12' high with thicknesses of ⅛", 3/16" and ¼". Presents a wall with permanence of stone.

▶ *Johns-Manville Sales Corp., Dept. AB, 22 East 40th St., New York, N. Y. Booth No. 15—Hilton.*

Check No. 1012 on reply card, p. 168.



1500 remodeling kit

Series 1500 Remodeling Kit converts a swinging door to a sliding door. Complete package is available in all standard 1¾ door sizes. Series 2700 sliding door hardware is included. Jambs are reversible and may be used for either right or left hand openings.

▶ *Kennatrack Corp., Dept. AB, Elkhart, Ind., Booth Nos. 105, 126—Hilton.*

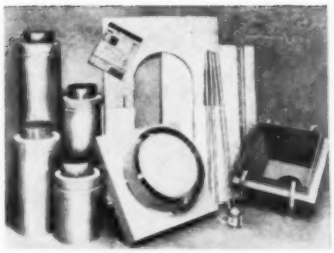
Check No. 1013 on reply card, p. 168.

Casement has new features

Curtis Silentite wood casement windows can be cleaned from the inside. A special adjuster holds them rigid in any open position. They are also weathertight, saving up to 16% of heating or cooling costs. No outside hardware to rust; no inside projecting hardware.

▶ *Curtis Companies, Inc., Dept. AB, Clinton, Iowa. Booth Nos. 579-81—Sherman.*

Check No. 1014 on reply card, p. 168.



Prefab chimneys: two types

Vitroliner prefab chimneys come in complete component form or tailor-made ready for installation. Sizes: 6, 7, 8, 10 and 12-ft. Types: "E": ranch homes, 1-story buildings; "L": 2-story homes and basement heating. Prices range from $50-$150.

▶ *Condensation Engineering Corp., Dept. AB, 3511 W. Potomac Ave., Chicago 51. Booth No. 104—Hilton.*

Check No. 1015 on reply card, p. 168.

Durable Fiberglas screen cloth

Chicopee Fiberglas screen cloth is strong and durable. Ideal for every exterior use, it can't stain sidewalls, rust, corrode or burn, and never needs a protective painting. Available in 24, 26, 28, 34, 36, 40, 42, 48, and 60-in. widths. Price, about 14¢ per sq. ft.

▶ *Chicopee Mills, Inc., Lumite Div., Dept. AB, 47 Worth St., New York 13, N. Y. Booth No. 59—Hilton.*

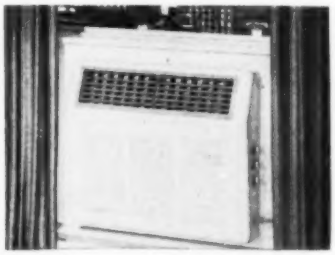
Check No. 1016 on reply card, p. 168.

Flush doors in native birch

Atlas Plywood Corp. is now offering these flush doors, shown here, in beautiful native birch, ideal for any part of the house. They are available with Lauan and red oak faces, the company recently announced.

▶ *Atlas Plywood Corp., Dept. AB, Statler Building, Boston 16, Mass. Booth No. 491—Sherman.*

Check No. 1017 on reply card, p. 168.



Wall or window conditioner

The Airtemp "Imperial" can be built into the wall, or placed in a 28-in. or larger window, and mounted on hinges to swing in and out for window washing. Available in ½, ¾ or 1-horsepower capacities. Retail price: $310-$365.

▶ *Airtemp Div., Chrysler Corp., Dept. AB, Dayton 1, Ohio. Booth Nos. 16, 17—Hilton.*

Check No. 1018 on reply card, p. 168.

Corbin cylindrical locks

Corbin's Defender and Guardian line of cylindrical locks offer builders a wide selection of designs and auxiliary trim combinations plus a choice of either of two economy price ranges. Both are backed by a full guarantee on all parts and workmanship.

▶ *P&F Corbin Div., Dept. AB, New Britain, Conn. Booth Nos. 518, 519—Sherman.*

Check No. 1019 on reply card, p. 168.

Folding door of plastic panels

Made of strong, lightweight plastic, these doors fold back to a 1-in. stock for every 12-in. of door width. Available in five pastel colors, sizes are: 6' 8½" high, and 2', 2' 8", 3', 4', and 5' wide. Price: $21.50 for a 2' x 6' 8½" door.

▶ *Curtition Corp., Dept. AB, 2227 Sawtelle Blvd., Los Angeles 64, Calif. Booth No. 847—Coliseum.*

Check No. 1020 on reply card, p. 168.

Ranchtile floor covering

A new floor covering tile for on-grade installations over radiant heat in homes is now available. It will not soften or show permanent indentation. It will not curl or buckle. The covering is available in 15 bright colors, a company spokesman said.

▶ *Congoleum-Nairn Inc., Dept. AB, 195 Belgrove Drive, Kearny, N. J., Booth Nos. 420, 421—Sherman.*

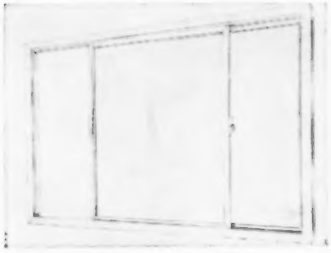
Check No. 1021 on reply card, p. 168.

Built-in kitchen

This all-electric Westinghouse built-in kitchen has refrigerator, freezer, oven and top surface range units, all finished in brushed chrome. Work surfaces finished in Micarta, cabinets in limed oak. Kitchen includes dishwasher, disposer.

▶ *Westinghouse Electric Corp., Dept. AB, #3 Gateway Center, Pittsburgh 30, Pa. Booth Nos. 83-93—Hilton.*

Check No. 1022 on reply card, p. 168.



Aluminum sliding window

This sliding window features glass dimensions in even inches reducing cost of glass from 15 to 30 per cent. An extruded vinyl channel-type glazing-seal permits bench glazing and eliminates the need for glazing compound.

▶ *Ceco Steel Products Corp., Dept. AB, 5601 West 26th St., Chicago 50, Ill., Booth Nos. 40, 41, 42—Hilton.*

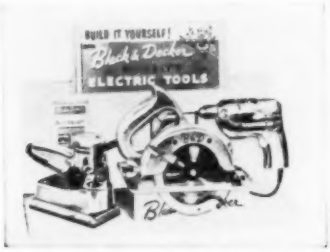
Check No. 1023 on reply card, p. 168.

Full paint line offered

Bestwall interior paints include alkyd flat, semi-gloss and interior-gloss enamels; washable latex paint; a fast-drying, non-penetrating PVA primer sealer; casein, masonry and texture paints, powdered primer and powdered texture.

▶ *Certain-teed Products Corp., Dept. AB, 120 Lancaster Ave., Ardmore, Pa. Booth No. 246—Hilton.*

Check No. 1024 on reply card, p. 168.

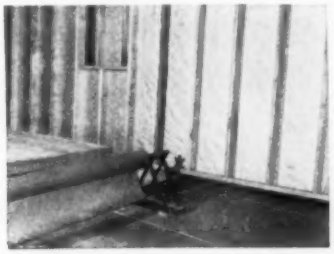


Display features B&D tools

Black & Decker's U-1136 merchandiser, features the new U-3¼" Utility Drill, the No. 44 Orbital Sander, and the 6" Heavy-Duty Circular Saw. Made of light-weight steel, the unit measures 24" wide, 8¾" deep, 15¾" high. Price: $102.17.

▶ *Black & Decker Mfg. Co., Dept. AB, Towson 4, Md. Booth No. 873—Coliseum.*

Check No. 1025 on reply card, p. 168.

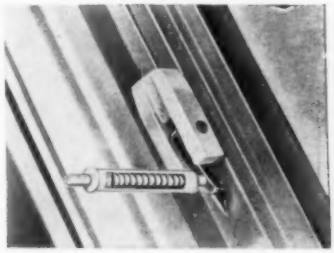


Protective garage paper

Sisalation, a protective paper for garages, is waterproof and reinforced. Faced with a coating of aluminum, it lends a clean appearance. Sisalation comes in rolls 88" wide to fit the standard 7-ft. stud garage. Cost: about $10 for a two-car unit.

▶ *American Sisalkraft Corp., Dept. AB, Attleboro, Mass. Booth No. 234—Hilton.*

Check No. 1026 on reply card, p. 168.



Lift-out wood window

A. R. B. "Finger Lift" Balance makes possible "lift out" windows with a silent, positive-disconnecting balance for any size double-hung wood sash. The new balance is disconnected from sash by pressing plunger and lifting sash about ½".

▶ *A. R. B. Window Sales Co., Dept. AB, 19433 John R. St., Detroit 3, Mich. Booth No. 547—Sherman.*

Check No. 1027 on reply card, p. 168.

Install-it-yourself linoleum

Install-It-Yourself linoleum comes in 15 patterns in strips cut 24-in. wide. Long edges are trimmed to eliminate seam cutting. Prices per lineal ft.: light gauges, 45¢ to 48¢; standard gauges, 59¢ to 61¢.

▶ *Armstrong Cork Company, Dept. AB, Lancaster, Pa. Booth Nos. 25, 26—Hilton.*

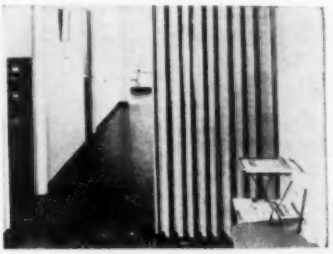
Check No. 1028 on reply card, p. 168.

Concrete grinding attachment

The 16-in. American Floor-King maintenance machine has a concrete grinding attachment which can be used on any stone-hard surface. Portable and electric, weight with 6 surfacing stones: 24-lbs.; overall height: 4⅞ in.

▶ *The American Floor Surfacing Machine Co., Dept. AB, 518 So. St. Clair, Toledo 3, Ohio. Booth No. 308—Hilton.*

Check No. 1029 on reply card, p. 168.



New colorful folding doors

A folding bamboo door, "Shadowtone Bamboofold," employs a new texture process which produces patterned color tones on polished bamboo. Available in 18 colors, a variety of sizes, ideal as room dividers, closet doors.

▶ *American Bamboo Corp., Dept. AB, 171-06 Jamaica Ave., Jamaica, New York. Booth No. 389—Hilton.*

Check No. 1030 on reply card, p. 168.

Finishes add beauty to home

Attractive decoration is yours with "61" Floor Varnish as floor protection; with woodwork and trim finished with Vitralite, a long-lasting enamel, which harmonizes with walls painted with washable Lyt-all Flowing Flat.

▶ *Pratt & Lambert, Inc., Dept. AB, 75 Tonawanda Street, Buffalo 7, N. Y. Booth No. 65—Hilton.*

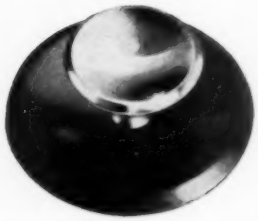
Check No. 1031 on reply card, p. 168.

Lavatory conserves space

A china lavatory, the Lincoln No. 300N, is designed to conserve space. It measures 16-in. by 12½-in. overall, and includes an ample splash back, a large bowl, and front overflow. Made for a 4-in. center faucet. Price: $16.25.

▶ *Gerber Plumbing Fixtures Corp., Dept. AB, 232 N. Clark St., Chicago 1. Booth No. 496—Sherman.*

Check No. 1034 on reply card, p. 168.

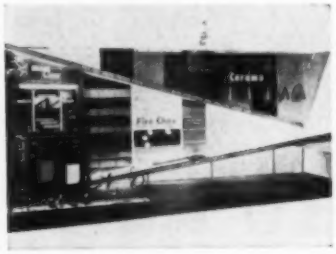


National Lock expands line

National Lock Co.'s new line of Decorator cabinet hardware has smartly-styled knobs, pulls, backplates, flush and offset hinges, are finished in dead black and brass combinations, have concave and taper designs.

▶ *National Lock Company, Dept. AB, Rockford, Illinois. Booth Nos. 765, 766—Coliseum.*

Check No. 1037 on reply card, p. 168.



New Ceramo siding colors

Philip Carey Mfg. Co. will show new Ceramo siding colors, a new concept in roofing and preview a new building board in the January NAHB Show. Carey will feature a new 20-foot exhibit as shown above.

▶ *The Philip Carey Mfg. Co., Dept. AB, Lockland, Cincinnati 15, Ohio, Booth Nos. 21, 22—Hilton.*

Check No. 1032 on reply card, p. 168.

NuTone's modern chime

NuTone has two modern chime designs. Both sound two notes front door, one for rear. The K-17, "V-Tone," shown, comes in black and anodized aluminum or copper anodized; retails at $5.95.

▶ *NuTone, Inc., Dept. AB, Madison & Red Bank Rds., Cincinnati 27, Ohio. Booth No. 323—Hilton.*

Check No. 1035 on reply card, p. 168.

Ornamental iron brackets

Ornamental bracket No. 15624 is sturdily made for maximum strength. Available in 3 sizes: 4" x 3", 6" x 4½" and 8" x 6", and in 3 finishes. A 2-color box contains a pair of brackets, with 10 pair to a carton.

▶ *McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa., Booth No. 217—Hilton.*

Check No. 1038 on reply card, p. 168.

Forced warm air furnaces

Challenger forced, warm-air furnaces include gas and oil Lowboys for homes with basements. Requires as little as 4½ sq. ft. of floor space. Three models. Capacities: 95,000 to 130,000 B.t.u. input for gas; 84,000 to 112,000 for oil.

▶ *Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N. Y., Booth Nos. 434, 435—Sherman.*

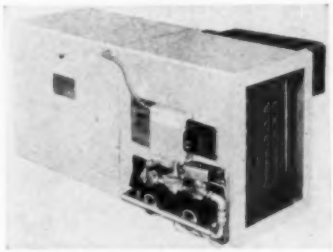
Check No. 1033 on reply card, p. 168.

Carbon steel cleanout door

Steel cleanout door in 8" x 8"-size features a recessed door with an integral hinge. Formed of carbon steel, the entire door has a green baked-enamel finish. Covers a chimney access hole 7½" square. Door frame is over 2½" wide. Price: 95 cents.

▶ *The Majestic Co., Inc., Dept. AB, Huntington, Ind., Booth Nos. 436, 437—Sherman.*

Check No. 1036 on reply card, p. 168.

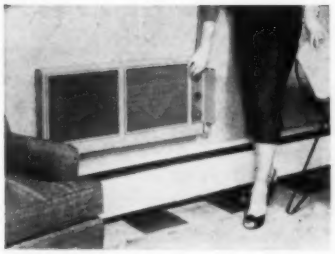


Gas-fired horizontal furnaces

Inputs of horizontal-flow furnaces range from 75,000 B.t.u. to 150,000 B.t.u. Belt-driven blowers are standard. Smallest unit is 46" long, 22½" high. Blower section can be clamped on to either end. Above, Lennox "Stowaway."

▶ *Lennox Furnace Co., Dept. AB, Marshalltown, Iowa, Booth No. 447—Sherman.*

Check No. 1039 on reply card, p. 168.

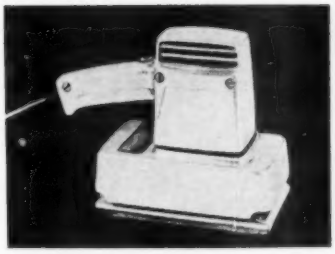


Built-in wall air conditioner

This unit, only 15" deep, 14⅝" high, 32 7/16" wide, has 2 speeds. Fits to walls of various thicknesses. Capacities of ½, ¾ and 1 ton in 115, 208 or 230 volts: single phase, 60 cycles. Price: $225 to $300.

▶ *Lewyt Corp., Dept. AB, 60 Broadway, Brooklyn 11, N. Y. Booth No. 854—Coliseum.*

Check No. 1040 on reply card, p. 168.

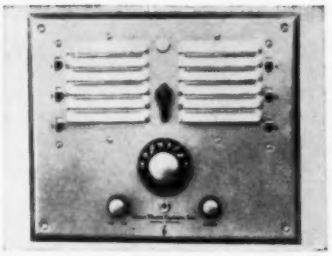


Sander has orbital motion

A finishing sander, model 145, features orbital motion. This enables sanding with, against, and across the grain without gouging or rippling. It covers large areas for coarse, medium and fine finishing.

▶ *Porter-Cable Machine Co., Dept. AB, 1714 No. Salina St., Syracuse 8, N. Y. Booth No. 871—Coliseum.*

Check No. 1043 on reply card, p. 168.

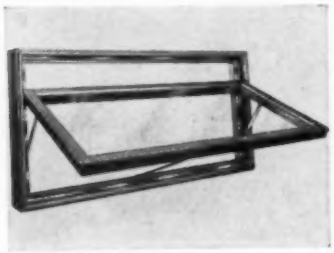


Built-in intercom system

"Musi-Kom Deluxe" is a built-in music-radio-intercom system including radio and phono music in 6 rooms, intercom from any room to all rooms, fire alarm device, and door answering from 3 rooms. Price: $185.97.

▶ *Home Music Systems, Inc., Dept. AB, 646 Madison Ave., Memphis, Tenn. Booth No. 312—Hilton.*

Check No. 1046 on reply card, p. 168.



Awning-type window

Malt-A-Vent awning-type window can be used as a single unit or combined in groups. Available in both operating and fixed models to provide any desired pattern of ventilating sections. Frame can be adapted to walls of varying thickness of siding, brick or masonry.

▶ *The Malta Mfg. Co., Dept. AB, Athens, Ohio, Booth Nos. 561, 562—Sherman.*

Check No. 1041 on reply card, p. 168.

New designs give better doors

Hinges and side lock for the line of Raynor doors have been redesigned, providing a more smoothly operating door. Side lock used only on models using a torsion spring or through shaft. Shown, the "Presidential".

▶ *Raynor Mfg. Co., Dept. AB, East River Road, Dixon, Ill. Booth Nos. 499-500—Sherman.*

Check No. 1044 on reply card, p. 168.

Tap-action wall switch

Honeywell "Tap-Lite" has concave flush-mounted wall plate, single button actuator switch. Light tap at bottom makes or breaks contact. UL approved. Price: $1.85 up. Screwless terminals assure positive contact.

▶ *Minneapolis Honeywell Regulator Co., Dept. AB, 2753 4th Ave., S., Minneapolis, Minn. Booth Nos. 505-507—Sherman.*

Check No. 1047 on reply card, p. 168.

Shower and tub filler

The Adjusto combination shower and tub filler mixes hot and cold water for full stream or fine spray. Regulates to particular height. Designed to match shower, lavatory faucets, and pop up wastes.

▶ *Milwaukee Faucets, Inc., Dept. AB, 301 E. Reservoir, Milwaukee, Wis., Booth No. 466—Sherman.*

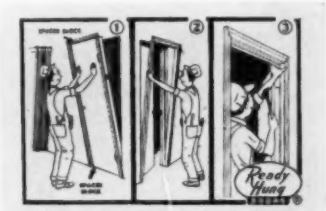
Check No. 1042 on reply card, p. 168.

Vapor Seal

Sealtight Premoulded Membrane is a semi-rigid board with low vapor permeance of .0066 grains per sq. ft. per hour. It gives a strong, permanent vapor seal that resists rotting of wood joists and sills in crawl-space type homes.

▶ *W. R. Meadows, Inc., Dept. AB, 2-18 Kimball St., Elgin, Ill., Booth No. 374—Hilton.*

Check No. 1045 on reply card, p. 168.



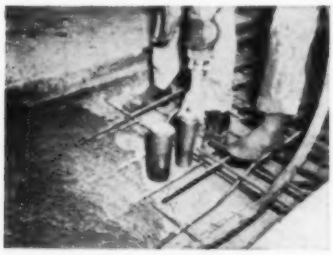
Slip the halves together in the opening -- and nail it to the wall!

Doors ready for installation

Ready Hung doors are packaged and ready to install. There is nothing to cut or frame. The jamb with casing, is made in 2 parts which slip apart for installation from opposite sides of wall opening. Jambs adjustable for wall thicknesses.

▶ *Ready Hung Door Corp., Dept. AB, 204 Anderson Bldg., Fort Worth 2, Texas, Booth Nos. 531, 532—Sherman.*

Check No. 1048 on reply card, p. 168.

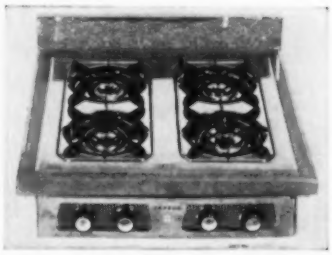


Fibre tube for pipe sleeve

Sonopipe Sleeve is designed for use in coring concrete floor slabs, walls and roof decks. Available with inside diameters ranging from 2" to 8½", they are shipped in 36" lengths. Price: 4" size about 18¢ per ft. f.o.b. factory.

▶ *Sonoco Products Co., Dept. AB, Hartsville, S. C., Booth No. 245—Hilton.*

Check No. 1049 on reply card, p. 168.

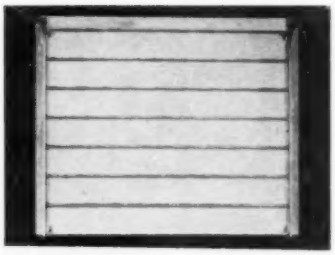


Built-in gas range

New gas range features fully automatic cooking with controls at eye-level, is designed to fit into a 24-inch cabinet, is fully chrome-lined. 4-burner top unit fits a 24" space. $258 to $425.

▶ *The Tappan Stove Co., Dept. AB, 259 Wayne St., Mansfield, Ohio, Booth No. 424—Sherman.*

Check No. 1052 on reply card, p. 168.

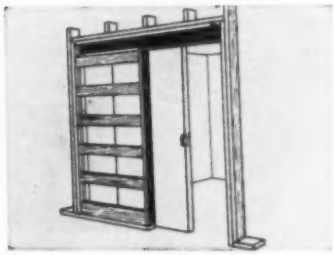


Residential garage door

The "Niagara," a 7-section residential garage door is all steel. Available in two widths—8' and 9' and two heights—6'6" and 7', it is made of 24 gauge steel, roll formed into 7 panels. Will not rot, warp or absorb moisture.

▶ *Roly-Door Div., Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo, N. Y., Booth Nos. 434, 435—Sherman.*

Check No. 1055 on reply card, p. 168.



Pocket door T-frame

The new 1200 Pocket Door T-Frame is all-steel, warp-proof. Designed to take any type wall material and to accommodate 1⅜" doors 6'-6" or 6'-8" high, single or in pairs for bi-parting installations. Price: $23.

▶ *Sterling Mfg. Co., 2345 West Nelson, Dept. AB, Chicago, Ill. Booth Nos. 235, 236—Hilton.*

Check No. 1050 on reply card, p. 168.

Wide panel form

A new wide panel form, designed for use with the new Symons flat-panel tie, can be stripped by disengaging connecting bolts and hinging form away from wall. Form is strengthened by H-frame construction.

▶ *Symons Clamp & Mfg. Co., Dept. AB, 4249 West Diversey Ave., Chicago, Ill., Booth Nos. 241, 242—Hilton.*

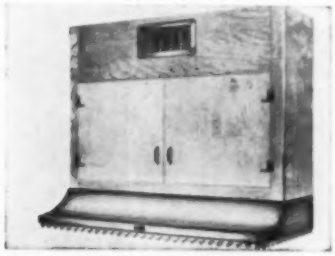
Check No. 1053 on reply card, p. 168.

Rheem oil-fired counterflow

Rheem's oil-fired counterflow furnace is engineered for perimeter-type heating for best comfort in basementless homes. Unit has warm-air outlet at bottom. Can be converted for use with natural and mixed gases.

▶ *Rheem Mfg. Co., Dept. AB, 7600 So. Kedzie Ave., Chicago 29, Ill. Booth Nos. 732, 733—Coliseum.*

Check No. 1056 on reply card, p. 168.



Kitchen ventilating hoods

Eighteen combinations of copper-and-steel kitchen ventilating hoods are now available. Hood is fabricated from Duometl, a laminated sheet of solid copper and steel, in lengths of 30, 36, 39, 42, and 48 in. Price: $48.

▶ *Trade-Wind Motorfans, Inc. Dept. AB, 7755 Paramount Blvd., Rivera, Calif., Booth No. 448 Sherman.*

Check No. 1051 on reply card, p. 168.

"All-Year" gas conditioner

A new 3-ton single-coil air conditioner is direct fired, for heating and cooling entire home through single gas-operated heat exchanger. Unit needs no field assembly; servicing requires access on only one side. Schedule for production: mid-1956.

▶ *Servel Inc., Dept. AB, 119 No. Morton, Evansville, Ind. Booth Nos. 185-188—Hilton.*

Check No. 1054 on reply card, p. 168.

Weldwood flexible wood trim

Wood-Trim is an inch-wide tape of wood veneer on a latex-soaked paper backing for use on exposed plywood edges. Applied with glue, edges match plywood faces. No heat or clamping required. Available in many woods.

▶ *U. S. Plywood Corp., Dept. AB, 55 West 44th St., New York 36, N. Y. Booth Nos. 147-149—Hilton.*

Check No. 1057 on reply card, p. 168.

HAVE YOU CHECKED THESE *Majestic* products?

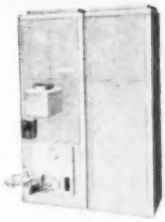
It's the Quick Way to BETTER PROFITS

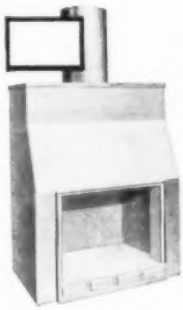
Majestic's line of heating, air conditioning, and building products is the profitable line to handle. Check the items that interest you, write your name and address in the margin, then tear this page out and mail it to us for complete details.

HEATING AND AIR CONDITIONING DIVISION

☐ ***Majestic*** **SUMMER-WINTER AIR CONDITIONERS**

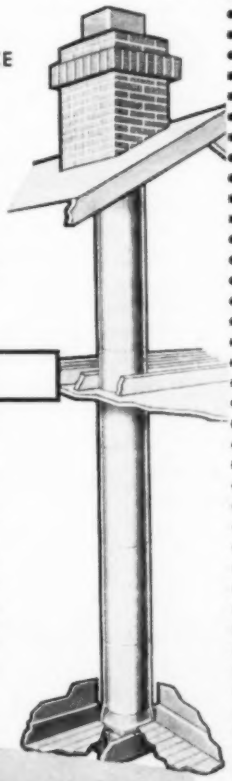
Gas-or-oil winter conditioners and matching electric summer conditioners furnish year-'round comfort in any home. A full line of furnaces with up to 400,000 BTU output, and system-matching air conditioners in 2, 3, and 5-ton capacities, in companion units or with remote air-cooled compressors, are available.





☐ ***Majestic*** **THULMAN FIREPLACE**

A UL-approved fireplace, factory-fabricated with required clearances *built in* to save on both initial cost and installation time. Complete with its own Thulman Chimney, it can be installed on a wood floor and framed in quickly and easily by one man.



☐ ***Majestic*** **THULMAN CHIMNEY**

The pace-setter in the modern chimney field, this steel-and-aluminum chimney hangs on joists for economical, time-saving installation. UL-listed for all fuels and for zero clearance from combustibles because it has *ample clearance built in.*

Chimney top housings are now made with realistic wire-cut brick design embossed into the metal and painted brick red with gray mortar lines. Tile-like metal rain cap adds to attractive appearance.

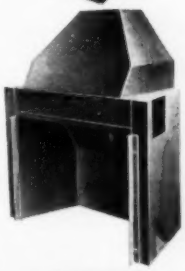
BUILDING PRODUCTS WHOLESALE DIVISION

☐ ***Majestic*** **INCINERATORS**
gas-fired and fuelless

For indoor disposal of trash basket waste and garbage—low-cost, waste-fired basement units and gleaming, gas-fired utility room models.

☐ ***Majestic*** **CIRCULATOR FIREPLACES**

A fireplace that includes all necessary components, properly engineered, and serves as a masonry form. Circulates warm air into the room.

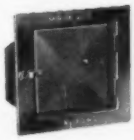


☐ ***Majestic*** **ASH DUMPS**

Both steel and cast iron.

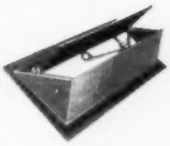
☐ ***Majestic*** **CLEANOUT DOORS**

Rugged steel, tight, well-made and economical.



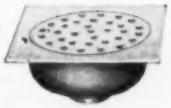
☐ ***Majestic*** **DAMPERS**

Cast iron or breakproof steel, with patented Majestic poker control.



☐ ***Majestic*** **CAST IRON PRODUCTS**

Bell traps, sewer tile strainers and other quality castings.



☐ ***Majestic*** **UNDERGROUND RECEIVERS**

For hidden rubbish disposal.

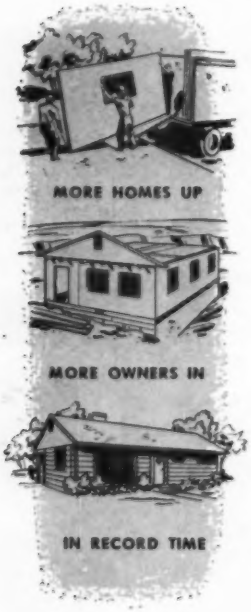
The *Majestic* Co., Inc.

300 Erie St., Huntington, Ind.

see ***Majestic*** at BOOTHS 436-37 HOTEL SHERMAN

There's pride in selling prefabricated homes

...and more profit, too!



Prefabricated homes are designed by the nation's leading architects. They're years ahead in styling. They're precision-engineered and produced to uniformly high standards of quality and workmanship.

You'll find prefabrication's mass production methods have many advantages for you. As one builder puts it, "You can build and sell three times more homes with one-third the overhead and one-third the grief." His statement helps explain why sales of prefabricated homes increased well over 200% between 1948 and 1955, compared to a 50% increase in total housing starts.

Write for a list of prefabricated home manufacturers serving your area.

GROW WITH PREFABRICATION

PREFABRICATED HOME MANUFACTURERS' INSTITUTE

923 20th Street N.W., Washington 6, D.C.

For sample copy of *If* the Magazine of Prefabrication, send request on your letterhead.

Magnetic catch

HALD magnetic catch has perfect alignment and maximum holding power, as claimed by manufacturer. Designed for both flush and lip doors. Price: about 39 cents each retail.

▶ *Stanley Hardware Div., Stanley Works, Dept. AB, 111 Elm St., New Britain, Conn., Booth Nos. 441-443—Sherman.*

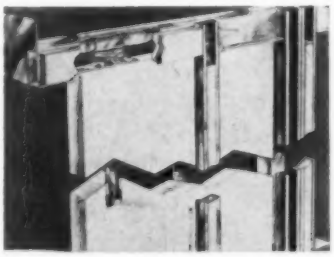
Check No. 1058 on reply card, p. 168.

Magic mirror door grille

Grille combines home safety with beauty allowing housewife to see callers without being seen. Precision cast of Zamak, triple-plated and polished. Protected with clear, baked hard enamel. Weatherproofed.

▶ *Ajax Hardware Mfg. Corp., Dept. AB, 4351 Valley Blvd., Los Angeles 32, Calif. Booth No. 845—Coliseum.*

Check No. 1059 on reply card, p. 168.



Pocket door hardware set

A pocket door hardware set with super-strength split jambs provides added protection and is designed to prevent wall warping and sagging. Sets are available in five sizes for 2' to 3' doors.

▶ *Leigh Building Products Div., Air Control Products Inc., Dept. AB, Coopersville, Mich., Booth Nos. 201, 205—Hilton.*

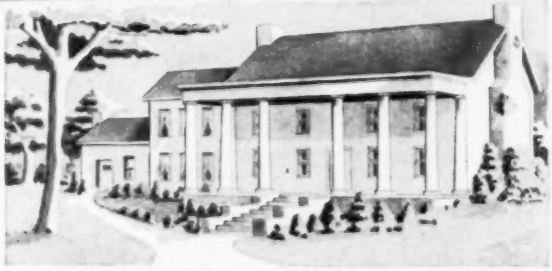
Check No. 1060 on reply card, p. 168.

Every Home ..... Cottage or Mansion

Deserves the Permanent Protection of

CAST IRON SOIL PIPE

and Fittings



"Can't you figure out some way to cut down the cost?"

Architects or contractors are often asked that question, after final plans are drawn. Usually the home builder wants plans trimmed "where it won't show."

But recognizing their responsibility to clients, reliable architects and contractors refuse to cut down on essentials that are vital to the permanent protection of a home and its enjoyment by the owner.

They know, for instance, that it never pays to compromise on quality in plumbing drainage, which once buried in the ground or house is there to stay. That's why they specify permanent Cast Iron Pipe even where investment in the home is a very modest one.

Permanent Cast Iron Pipe costs a little more, but its first cost is *final*. It will last forever, never need root reaming or break down under heavy truck loads or ground settlement. Through the years it will perform its function —smoothly and without care or trouble.

When Cast Iron Pipe is specified — inside and out — there will never be any come-backs or complaints.

★ ★ ★ ★ ★ ★ ★

Our Company does not manufacture Cast Iron Pipe, but supplies many of the nation's leading foundries with quality pig iron from which pipe is made.

WOODWARD IRON COMPANY

WOODWARD, ALABAMA

DON'T MISS

BOOTH 245

CONRAD HILTON HOTEL

National Association of HOME BUILDERS
Annual CONVENTION EXPOSITION
Chicago
January 22-26
1956

Here's your chance to learn all about money-saving

SONOAIRDUCT®

Fibre

See the revolutionary, cost-cutting SONOAIRDUCT Fibre Duct for yourself! Made to comply with F.H.A. Minimum Property Requirements — and used and approved by builders and contractors everywhere.

One type for slab-floor gas and oil fired warm air perimeter heating systems, where the duct is encased in dense aggregate concrete—and another type for crawl, basement and attic space! 2" to 36" I.D., up to 50' long.

Duct

A copy of our newly-published SONOAIRDUCT Installation Manual is yours for the asking at our display space — or write for complete information.

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SONOCO PRODUCTS COMPANY
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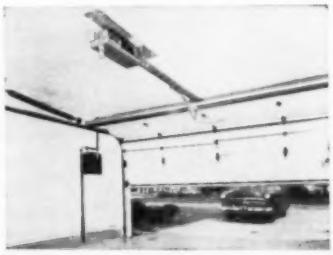


Garage door operators

A completely automatic, radio-controlled model (Genie Model A) opens, closes door, turns light on and off, locks, unlocks door. Operates from dash of car and set with individual transmitter. $219.95.

▶ *Alliance Mfg. Co., Dept. AB, Lake Park Blvd., Alliance, Ohio, Booth No. 874—Coliseum.*

Check No. 1061 on reply card, p. 168.

Translucent fiberglas panels

The new Fiesta Line of fiberglas panels for residential use have armor-plate surfacing and Filtron 25 which checks heat and light rays. Wide choice of decorator colors are available plus several soft-tone hues.

▶ *Alsynite Co. of America, Dept. AB, 4654 de Soto St., San Diego, Calif., Booth No. 351—Hilton.*

Check No. 1062 on reply card, p. 168.

"Amweld" folding door

New folding closet unit consists of 4 panels hinged in pairs. Doors fold to each side for full-width access. Unit is made in widths of 3', 4' and 5' in both standard, ceiling height. Units project from 5" to 9" into room. Prices: $25 to $35.

▶ *The American Welding & Mfg. Co., Dept. AB, Dietz Rd., Warren, Ohio, Booth Nos. 181, 182—Hilton.*

Check No. 1063 on reply card, p. 168.

4-wheel drive supplies the extra traction to transport men, equipment, tools through mud and loose fill, in all kinds of weather. The Universal 'Jeep' carries up to 7 workers, up to half a ton of tools or supplies... pulls heavy trailer loads of materials.

How the Universal 'Jeep' saves you time and money

Grading and smoothing jobs are done quickly and easily by the Universal 'Jeep' with hydraulic lift and grader blade. Earth scoop is also available for terracing, leveling, landscaping.

The 'Jeep' Station Wagon serves your family and business needs. It's two vehicles in one—a passenger carrier and, with seats removed, a cargo vehicle for hauling... on or off the road.

Only the 4-wheel drive Universal 'Jeep' spreads its cost over so many jobs. This vehicle transports men, tools and equipment; hauls trailers; and supplies mobile power for welders... compressors... trenchers... and other equipment.

The Universal 'Jeep' travels at highway speeds in conventional 2-wheel drive. When your work calls for travel over unpaved roads, through mud, sand, or loose fill, the extra traction of it's 4-wheel drive takes you where other vehicles can't go.

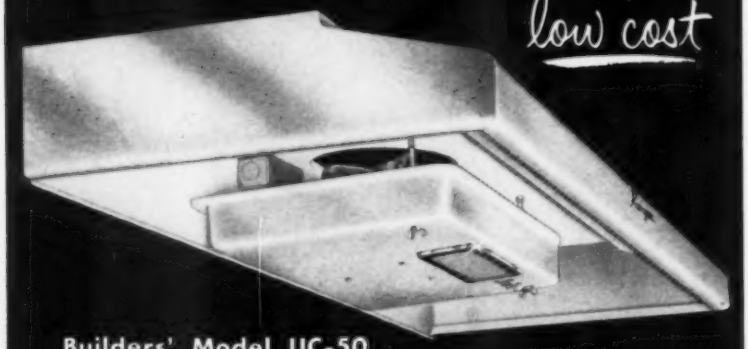
Operating economy, long life, low maintenance costs and high resale value make the Universal 'Jeep' your best single investment. Your Willys dealer can show you why. See him today, or write for more information.

4-WHEEL DRIVE UNIVERSAL 'Jeep'®

WILLYS... world's largest makers of 4-wheel drive vehicles

WILLYS MOTORS, INC., TOLEDO 1, OHIO

INTRODUCING... the all new low cost



Builders' Model UC-50

Ranger

KITCHEN STOVE HOOD

WHITE OR COPPERTONE BAKED ENAMEL
List Price — 42" Size or Less . . . 39.95

(Larger Sizes Slightly Higher)

Never before so much hood quality for so little money! The Model UC-50 is an undercabinet hood with toggle switches, recessed light under frosted glass, and blade-type fan that removes greasy fumes at the rate of approximately 300 CFM. Exhaust unit hinges down for easy cleaning.

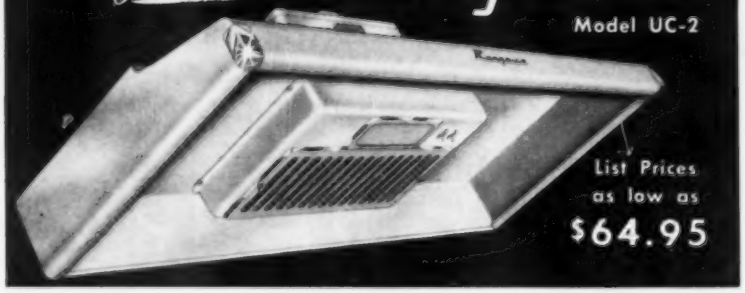
Visit with us

BOOTH 879 — COLISEUM — NAHB CONVENTION

See the complete line of Ranger Kitchen Stove Hoods and Exhaust Units including . . .

the famous Rangaire

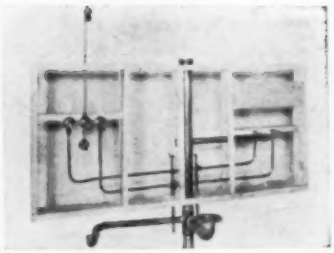
Model UC-2



List Prices as low as $64.95

or write for literature . . .

ROBERTS MANUFACTURING CO., Cleburne, Texas



Plumbing walls

Apsco plumbing walls are so designed that 4 standard models suit almost every house design. Walls are constructed of white pine 2 x 6 lumber into which copper water supply and drainage systems are built taking place of regular wall.

▶ *APSCO, Baer Field, Fort Wayne, Ind. Dept. AB, Booth No. 875—Coliseum.*

Check No. 1064 on reply card, p. 168.

Alkyd house paint

This new paint is said to dry in four hours and may be recoated after 4 hours. Coverage is from 400 to 450 sq. ft. per gallon. Alkyd is available in 30 colors that are color fast and fade-resistant.

▶ *The Arco Co., Dept. AB, 7301 Bessemer Ave, Cleveland 27, Ohio, Booth No. 817—Coliseum.*

Check No. 1065 on reply card, p. 168.

Wall and counter surfacing

G. E.'s Textolite laminated wall and counter surfacing is engineered for performance and durability. Resists heat, stains, scratches, detergents, alkalis, cigarette burns. Available in 70 patterns, colors.

▶ *General Electric Co., Dept. AB, Coshocton, Ohio. Booth Nos. 111, 112—Hilton.*

Check No. 1066 on reply card, p. 168.

The name on the door means a lot

Whether the door is for an office, a home or a public institution, it will reflect the taste and judgment of its owner. And you can depend on this — Atlas Plywood is America's most popular choice in flush doors. Here's why —

Atlas Plywood doors give *guaranteed* satisfaction. Easy to finish, easy to hang, they stand up under years of service. They are quality doors — quality-controlled in every step of manufacture from American forest to finished product. No chance of rejects caused by inferior adhesives, for instance. No chance of lost customers resulting from dissatisfaction after doors have been installed. Be sure that the name on the door you start with is **Atlas Plywood.**

RIGHT FOR EVERY PURPOSE. Where there's a "way" there's an Atlas Plywood flush door to make it more beautiful.

Through these doors enter the greatest builder profits

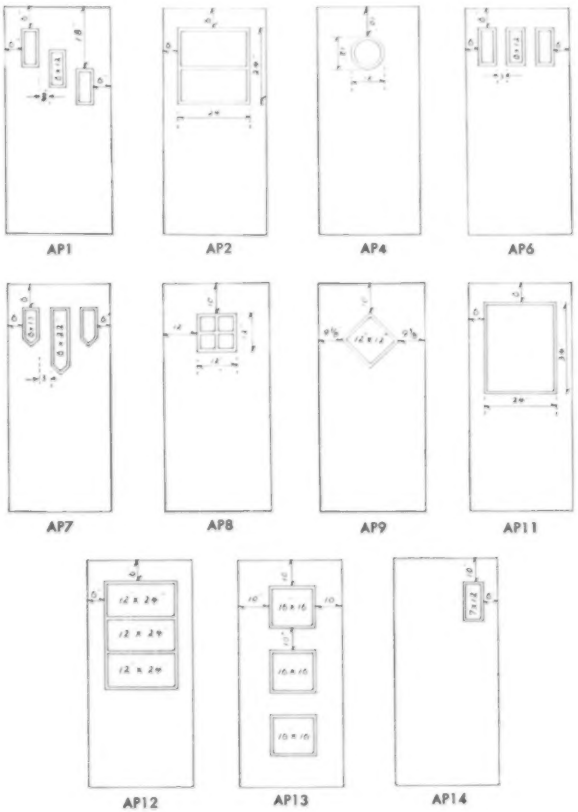
Your prospective home-owners can depend on the quality of Atlas Plywood flush doors — and you can literally bank on the profits. That's the dependable beauty of Atlas Plywood flush doors.

Atlas Plywood stands behind its guarantee for gluing, trimming, truing and sanding, because Atlas Plywood controls the quality at every step.

Sizes and Measurements

Thickness: 1⅛", 1⅜", 1¾".
Height: 6'0", 6'6", 6'8", 6'10", 7'0".
Width: Hollow Core Doors: 1'6", 1'8", 2'0", 2'2", 2'4", 2'6", 2'8", 3'0".
Solid Core Doors: 2'0", 2'2", 2'4", 2'6", 2'8", 3'0".
Stiles: 1⅜". Rails: 2¼".
Double lock blocks: 20" x 4⅛".
Faces: 3/20 or ⅛" three ply.
Frames permit trimming 1" top and bottom.
Special sizes, lights, louvers, kickplates and veneers to order.
Oversize Solid Core Doors — stiles 2" wide, rails 4⅛" wide, double lock blocks 24" x 6½".
(Available in birch, gum, oak and other popular woods)

Light Specifications for both solid and hollow core flush doors. (Special louvers and metal kickplates to specification.)



Free color folder brings you complete details on Atlas Plywood Flush Doors. For your copy address Dept. AB-5, 1432 Statler Bldg., Boston 16, Massachusetts.

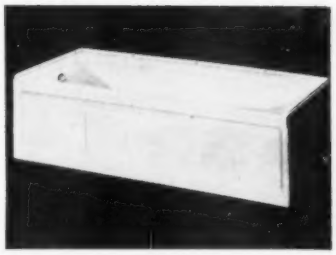
Atlas Plywood
CORPORATION
FROM AMERICAN FOREST TO FINISHED PRODUCT
Boston 16, Mass. *Distributors in all principal cities*

3-Speed range hoods

"Push-A-Matic" ventilating range hoods with 3-speed push-button controls for fan and light are now available. Hoods come in standard lengths, designed to fit all cabinet depths, 11½" to 12½". Price: $32.60 to $59.50.

▶ *Berns Mfg. Corp., Dept. AB, 3050 N. Rockwell St., Chicago 18, Ill. Booth No. 365—Hilton.*

Check No. 1067 on reply card, p. 168.



Porcelain-on-steel bathtub

Ingersoll T-106 bathtub is a 5' recessed unit with acid-resisting, stainproof white porcelain finish that is not affected by medicines, soaps or bleaches. A high tilting-in flange assures waterproof seal.

▶ *Ingersoll Products Div., Borg-Warner Corp., Dept. AB, 1000 West 120th St. Chicago 43, Ill. Booth Nos. 712-720—Coliseum.*

Check No. 1070 on reply card, p. 168.

Vinyl folding door

"Closur-Dor" is a heavy duty non-rigid folding door and fits up to a 32x80" opening. Door is electronically heat-sealed, has a steel leading edge with a security latch. Price of "Cloud White" embossed vinyl: $8.95.

▶ *Closures, Inc., Dept. AB, 533 E. Forest Ave., Detroit, Michigan, Booth No. 214—Hilton.*

Check No. 1073 on reply card, p. 168.

New design for locksets

Western Lock has a new design in locksets and matching cabinet hardware. Named "Sunray" the design features an inverted cone in the knob reflecting a geometrical pattern. Available in all standard finishes.

▶ *Western Lock Mfg. Co., Dept. AB, 211 N. Madison Ave., Los Angeles 4, Calif. Booth No. 433—Sherman.*

Check No. 1068 on reply card, p. 168.

Plate glass gives clear view

"Parallel-O-Plate" glass made by Libbey-Owens-Ford Glass Co. shows its clarity, as pictured on right of photo above. Two new grinding machines grind both surfaces of the glass, give it surface parallelism, little distortion.

▶ *Libbey, Owens, Ford Glass Co., Dept. AB, 608 Madison Ave., Toledo 3, Ohio. Booth Nos. 27, 28—Hilton.*

Check No. 1071 on reply card, p. 168.

Generator comes in 9 sizes

This electric hot-water generator by Precision is constructed of aluminum and copper and is available in nine sizes. It is designed for radiant panel, convector, baseboard and radiator type heating systems.

▶ *Precision Parts Corp., Dept. AB, 400 North First St., Nashville 7, Tenn. Booth No. 501—Sherman.*

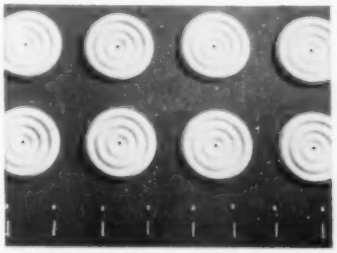
Check No. 1074 on reply card, p. 168.

Worthington air-conditioning

The new Worthington Flexi-Cool Air Conditioning unit is self-contained, can be arranged horizontally or vertically. Available in 2, 3, 5, and 7½-ton capacities, can be used with existing forced warm-air furnaces, with or without the fan section.

▶ *Worthington Corp., Dept. AB, Harrison, N. J. Booth No. 890—Coliseum.*

Check No. 1069 on reply card, p. 168.



Garage door package

A customized design package is provided at no extra cost with each Crawford Door Co. door. In the package: 8 round rosettes and patented studs; larger round and square rosettes; various moldings, brads, glue.

▶ *Crawford Door Co., Dept. AB, 20263 Hoover Road, Detroit 5, Mich. Booth No. 837—Coliseum.*

Check No. 1072 on reply card, p. 168.

Folding door operates quietly

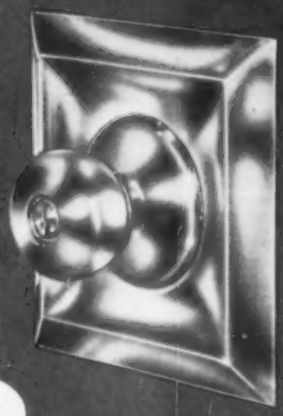
Pella wood folding doors operate quietly because of concealed spring connectors. Doors fold to a compact stack of only 2-in. or less for each foot of opening width. Nylon rollers add to its quiet operation by eliminating metal to metal contact.

▶ *Rolscreen Company, Dept. AB, Pella, Iowa. Booth No. 19—Hilton.*

Check No. 1075 on reply card, p. 168.

FOR A GRAND ENTRANCE

PORTRAIT design — diamond



PORTRAIT design — square

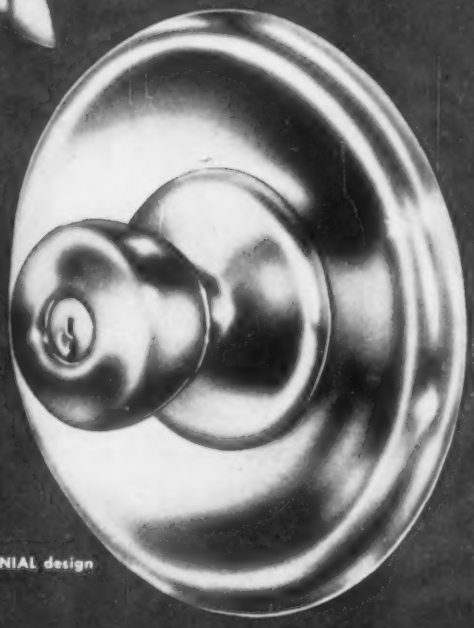
Regal BY DEXTER

RADIANT design

All Dexter Regal Tie Bolt Key-in-Knob Locks are Lifetime Guaranteed, available with pin or disc tumbler cylinders, deadlocking or spring latch. Solid brass exterior, cold-rolled steel interior parts. Knobs armored brass, steel reinforced. Locks reversible for any hand of door without disassembly. Requires only 1⅛" hole through door. Standard or two tone finishes.

Attractive mounted displays available in Decorator colors: red, blue, green or ivory.

NO LOCK INSTALLS FASTER THAN A DEXTER



COLONIAL design

DEXTER LOCK DIVISION

Dexter Industries, Inc. Grand Rapids, Mich.

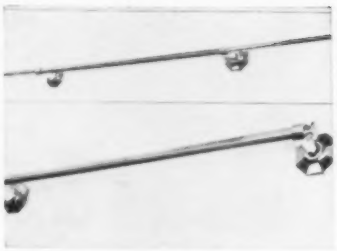
In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City

Clear P.A.R. water repellent

Clear P.A.R. is a penetrating water repellent for the protection of exterior and interior wood giving it a non-glossy appearance. Protects wood against discoloration, grain raising, swelling, shrinking, checking or warping. 1 gal. covers 150 to 200 sq. ft.

▶ *Protection Products Mfg. Co., Dept. AB, 2305 Superior Ave., Kalamazoo, Mich., Booth No. 533—Sherman.*

Check No. 1076 on reply card, p. 168.



Bathroom towel bar

A new bathroom towel bar has 11 in. extension on either or both ends that provides extra space. 24-in. bar length can be increased to 46 in. Bar is finished in lifetime chrome. Price: $5.50 to $6. Over-all length: 26 inches.

▶ *Gerity-Michigan Corp., Dept. AB, Adrian, Mich. Booth No. 58—Hilton.*

Check No. 1079 on reply card, p. 168.

Winter air conditioner

The new "D" Utilaire features counter-flame metered-flow. Burner discharges flame downward distributing heat to heating element surfaces above and below. A round, high-boy style, available as gas or oil fired.

▶ *Berger Furnace Corp., Dept. AB, 4th & Main Sts., Belle Vernon, Pa. Booth No. 800—Coliseum.*

Check No. 1082 on reply card, p. 168.

Custom-built kitchen

Coppes Napanee kitchen features Cherry Maple finish. Each exclusively designed and completely custom built of maple, contains provisions for every type of built-in appliance on the market.

▶ *Coppes, Inc., Dept. AB, Napanee, Indiana, Booth Nos. 489-490—Sherman.*

Check No. 1077 on reply card, p. 168.

Prefinished flooring package

Flooring package is easy to stock, contains enough flooring to cover 20 sq. ft. The 60-lb. package is 8 ft. long, can be loaded into car by one man. Flooring is protected from dust, dirt and weather. Installation instructions included in package.

▶ *E. L. Bruce Co., Dept. AB, 1648 Thomas St., Memphis 1, Tenn. Booth Nos. 66, 67—Sherman.*

Check No. 1080 on reply card, p. 168.

Translucent plastic panels

Shatterproof, weather-resistant Allite panels transmit diffused light and retard heat intake in summer, heat loss in winter. In a variety of colors, weights, sizes, finishes, and degrees of light transmission.

▶ *Barrett Div., Allied Chemical & Dye Corp., Dept. AB, 40 Rector St., N.Y., N.Y. Booth No. 232—Hilton.*

Check No. 1083 on reply card, p. 168.

Radiant electric heater

"Tri-Core" a new heating element radiates heat directly into the room from 2 forward sides. Reflector circulates heat from third side. Made in both automatic and manual models. Guaranteed for 5 years.

▶ *Electromode Corp., Div. of Commercial Controls Corp. Dept. AB, Rochester 3, N. Y. Booth No. 439—Sherman.*

Check No. 1078 on reply card, p. 168.

Vitreous china lavatory

The "Lindsay," is a lavatory with open-front design, is 20x18", is available for 4" centerset fitting or 8" combination fitting. Model includes deep "D" shaped bowl, anti-splash rim, twin concealed overflows.

▶ *Briggs Mfg. Co., Plumbing Ware Div., Dept. AB, 300 Buhl Bldg., Detroit 26, Mich. Booth Nos. 106, 107, 124, 125—Hilton.*

Check No. 1081 on reply card, p. 168.

Fully-formed Micarta unitop

U. S. Plywood and Westinghouse Electric have joined forces to offer a plastic laminate in its popular forms—pre-bonded to Novoply or plywood and fully formed Micarta Unitop—to retail lumber dealers.

▶ *U. S. Plywood Corp., Dept. AB, 55 W. 44th St., N.Y. 36, N.Y. Booth Nos. 147-149—Hilton.*

Check No. 1084 on reply card, p. 168.

5 BASIC FITTINGS DO IT ALL!

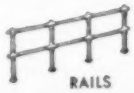
Make Racks, Railings, Gates, Platforms, Car Ports . . . So Many Items . . . BETTER, FASTER and FOR LESS . . . with

Nu-Rail SLIP-ON FITTINGS
AN ENTIRELY NEW METHOD OF FITTING PIPE

NO WELDING
USE ALL PARTS OVER AND OVER AGAIN!

USE ANY I.P.S. PIPE OR TUBING . . . NO THREADING

Nu-Rail Slip-On Fittings are specially designed to facilitate a quick, easy and economical method of pipe fitting . . . a complete departure from conventional threaded fittings. Versatility of application is unlimited. Nu-Rail Fittings are available in a wide and complete range of I.P.S. from ¾ x ¾" to 2 x 2", including reducing sizes from 1 x ¾" to 2 x 1½". Get acquainted with Nu-Rail NOW! Write for literature.


RAILS

CAR PORT

THE HOLLAENDER MANUFACTURING CO.
3837 Spring Grove Ave. Cincinnati 23, Ohio

Red Devil
WOOD SCRAPERS

Longer handles for Easier handling

Supersharp Blades Cut Waste Motion

Finest carbon steel blades are instantly replaceable. Push in new blade—old one slides out easily. Stock genuine Red Devil Blades for replacement.

7979

A Product of
Red Devil Tools
IRVINGTON 11, N. J., U. S. A.

Door fitting and hanging kit

New builder's kit that makes door fittings and hanging 10 times faster than by hand, includes a ½ h.p. motor, a router base for rapid mortising and a plane attachment for quick fitting of doors.

▶ *Stanley Electric Tools Div., Stanley Works, Dept. AB, 111 Elm St., New Britain, Conn., Booth No. 860—Coliseum.*

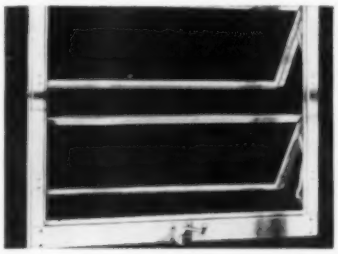
Check No. 1085 on reply card, p. 168.

Packaged air conditioner

The Weathermaker is a low-cost central duct system for commercial use. Return-air ducts are brought in at bottom as well as back of unit. Has multi-flow cooling coil, water-miser condenser, pre-wired electrical center.

▶ *Carrier Corp., Dept. AB, 300 S. Geddes St., Syracuse 1, N. Y., Booth Nos. 401-403—Sherman.*

Check No. 1088 on reply card, p. 168.

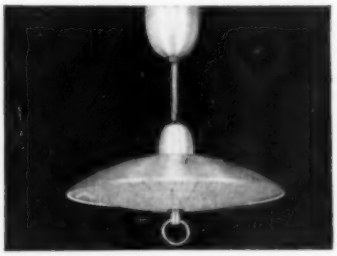


Awning window

This all-weatherstripped aluminum awning window comes in standard, modular sizes. Effortless operation because of a strip-proof compound operator in the center of a torque resistant tubular sill.

▶ *Ware Laboratories, Inc., Dept. AB, 3700 NW 25 St., Miami, Fla. Booth No. 38—Hilton.*

Check No. 1086 on reply card, p. 168.

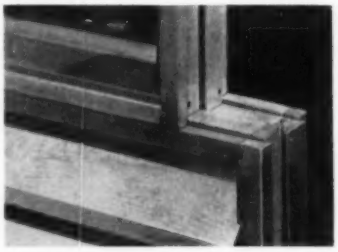


Pull down light

New No. 3513 light is adjustable from 15" to maximum 54". Spread is 13½". Available in textured white and finishes in polished brass, polished copper, spunray silver, and black and brass.

▶ *Imperial Lighting Products, Co., Dept. AB, Loyalhanna Park, Latrobe, Pa., Booth No. 870—Coliseum.*

Check No. 1089 on reply card, p. 168.



Horizontal windows by Etling

Etling's line of horizontal windows has sliding, stationary, jalousie sash, as well as wood louver ventilators, designed for the privacy of ribbon-type installations or may be joined to form picture windows.

▶ *Weather-Seal, Inc. Etling Window Co., Dept. AB, Barberton, Ohio., Booth No. 193—Hilton.*

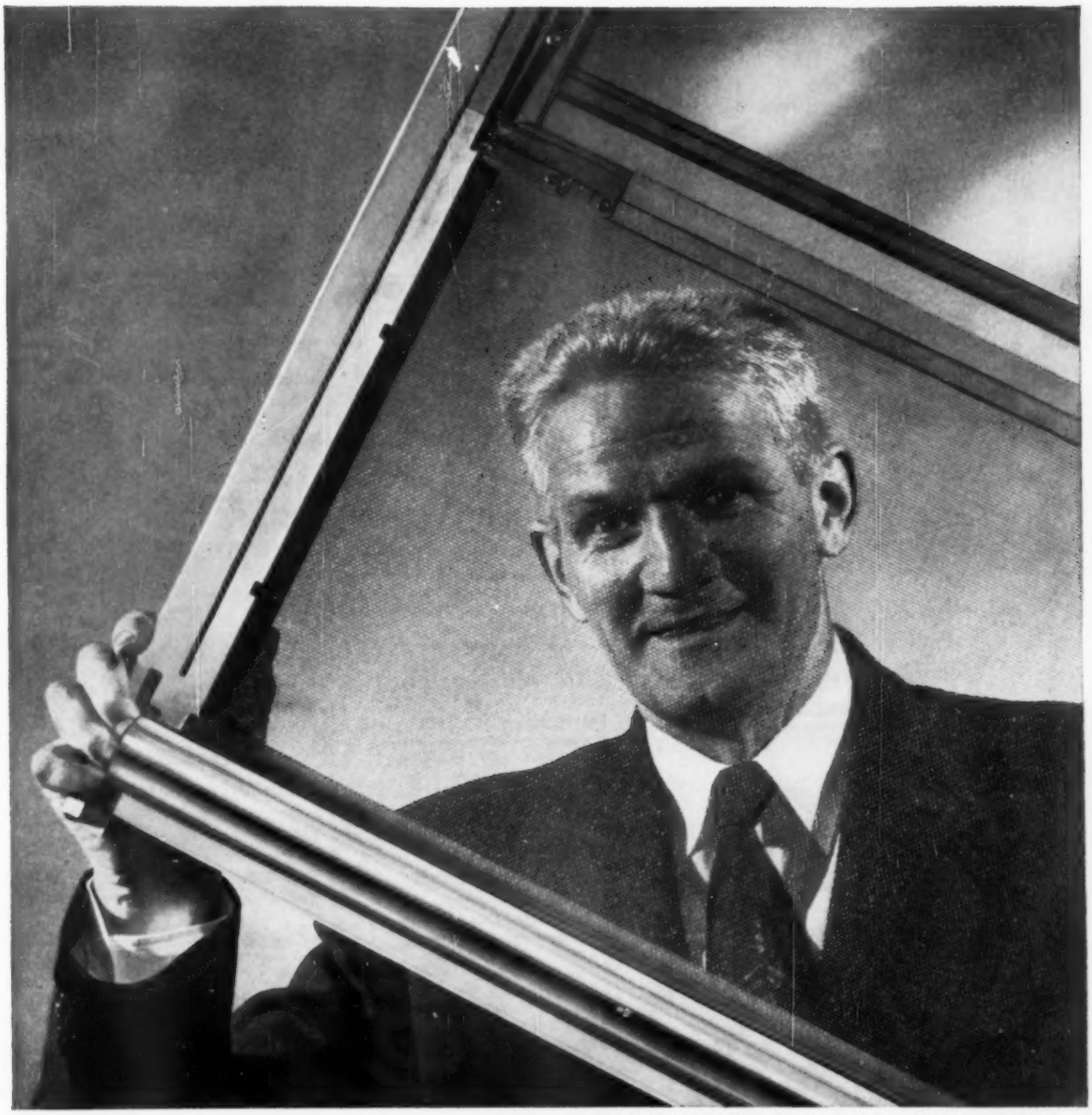
Check No. 1087 on reply card, p. 168.

Door jig saves time, money

With the Master Door Jig, one man can fit and hang 50 doors in one day or pre-fit 80 doors. The unit enables doors to be jambed and hinged on the job or in the shop.

▶ *Z & K Tool Co., Dept. AB, 407 Sandhill Road, Lebanon, Pa. Booth No. 893—Coliseum.*

Check No. 1090 on reply card, p. 168.



HAROLD A. ETLING, Board Chairman Weather-Seal, Inc., makers of ComforTrolt Storm-Screen Windows, Barberton, Ohio

Harold A. Etling proves a point — "It's the only material having dimensional stability and flexibility. That's why it's adaptable to any kind of unit."

CHICOPEE FIBERGLAS* SCREENING

Chicopee Mills, Inc., Lumite Division, 47 Worth Street, New York 13, N.Y.

†T.M. W-S Inc.
*T.M.O.C.F. Corp.

NEW improved PRECISION STAIRWAY

STRONGER-MORE DURABLE-EASIER TO OPERATE

No Other Stairway Offers So Much

• Double hinges on each folding joint of the PRECISION FOLDING STAIRWAY make America's No. 1 Stairway stronger and more rigid than ever!

Another new feature offered with the PRECISION FOLDING STAIRWAY is the tie rod beneath each of the steps.

Hinges on the door panel have been changed to a new "free-swinging" type, allowing for easier opening and closing. Hinges are completely concealed from view when the stairway is closed.

SEVEN EXCLUSIVE FEATURES

1—Hydraulic Safety Checks
2—Actuated by Counterweights
3—Lifetime Roller Bearings
4—Double Hinges on Joints—New Swinging-Type Hinge
5—Insulated Door Panel
6—Full Width Safety Treads
7—Fits Any Ceiling Height
Two Standard Sizes — 8'9" and 9'9"

AMERICA'S No. 1 STAIRWAY

5 Year written GUARANTEE furnished with each unit

LISTED IN SWEET'S

Approved by leading ARCHITECTS, BUILDERS, and LENDING AGENCIES

See the new, improved PRECISION FOLDING STAIRWAY, Booth 501, NAHB Convention, Sherman Hotel, Chicago, January 22-26.

Showing at the NAHB Convention for the first time—the PRECISION ELECTRIC HOT WATER GENERATOR for automatic home heating.

Stocked by 160 leading jobbers in the U. S. and Canada.

WRITE FOR FREE ILLUSTRATED FOLDER TO

PRECISION PARTS CORPORATION

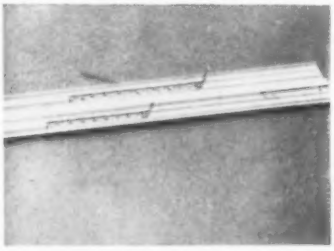
400 NORTH FIRST STREET • NASHVILLE 7, TENNESSEE

Ventilator and vanity

Cole Ven-ett is a 200- C.F.M. ventilator and vanity combined in one unit. Two large plate glass mirror-doors slide at a touch. Doors suspended on Nylon rollers operate in enclosed tracks at the top.

▶ *Cole Mfg. Co., Dept. AB, Box 4103, Austin, Texas, Booth Nos. 482, 483—Sherman.*

Check No. 1091 on reply card, p. 168.

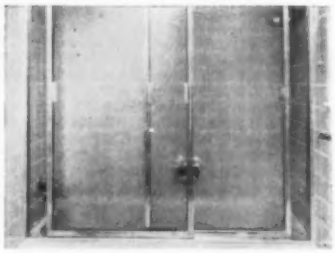


Weatherstrip—sash balance

Spiraflex makes use of a spiral-type balance, which is completely enclosed for protection from moisture. The weatherstrip is of one-piece aluminum with double-ribbed lower section.

▶ *Caldwell Mfg. Co., Dept. AB, 64 Commercial St., Rochester 14, N. Y. Booth No. 787—Coliseum.*

Check No. 1092 on reply card, p. 168.



New line by Shower Door Co.

Shower Door Co. introduced "ShowerGlass," a line of shower enclosures. The same design principals as the "Permalume" line are incorporated, but "ShowerGlass" is in the moderate price range.

▶ *Shower Door Co. of America, Dept. AB, 1301 Chattahoochee Ave., NW., Atlanta, Ga. Booth Nos. 455, 456—Sherman.*

Check No. 1093 on reply card, p. 168.

Evans King-Size 10-ft. Steel Tape

STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full ¾") stays straight up without bending or buckling. You get a *free* belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

it's marked so you don't have to figure! no other tape is marked this Evans way.

Whichever way you work, in inches or feet and inches, you read *instantly* without having to stop and figure.

The EVANS King-Size White-Tape Is the Top 10-ft.

Tape Value at only $2.19 at hardware stores everywhere in U.S.A.

another EVANS value—

THE ONLY 12-FOOT POCKET WHITE-TAPE

Standard blade ½" wide

This L-O-N-G-E-R Pocket White-Tape only $1.89 at your hardware store

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is *no bigger than cases for shorter tapes.* Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

Evans RULE CO. 2877

400 Trumbull Street, Elizabeth, N. J., U. S. A.

Makers of Evans "Long Tapes"—25-50-75-100 ft. and Evans 6-ft. Folding Rules

Dear Mr. Builder:
Now that it doesn't cost more, we've got to have this stainless steel sink in our new kitchen.

Homemakers like the modern luxury look, the satiny feel, the forever lasting beauty of Carlton Stainless Steel Sinks. That's why Carlton Sinks put *extra* sales appeal into your kitchens . . . People want that permanent sparkle—know that a stainless steel sink is so much easier to keep bright and clean. And their first cost is their final cost—for Carlton Stainless Steel Sinks can never wear out!

Don't miss BOOTHS NO. 379-380 CONRAD HILTON HOTEL

When you are in Chicago for the National Home Builders Show, January 22nd-26th, we'll appreciate your stopping at the Carlton booth in the Conrad Hilton Hotel. Seeing our Stainless Steel Sinks is a lot more important than just reading about them!

Don't overlook the special Carlton rubberized undercoating that cuts dish-washing clatter; changes garbage disposal noise from a growl to a purr! See for yourself how stainless steel's extra resilience reduces dish chipping and breakage. Carlton's narrower wall between twin bowls almost eliminates the splash from a swinging faucet, while the deeper (7¼") bowl allows up to a full gallon more water capacity.

Special Note to Builders, Wholesalers, Architects: A Carlton Stainless Steel Double Sink Bowl (32"x21") weighs only 17 pounds, makes installation much easier. Stainless steel, lighter than cast iron or porcelain on steel, saves you money on shipping costs, too. Write for free Catalog 56, illustrating our complete line, and send us the name of your distributor. SINK DIVISION, Carrollton Mfg. Co., Carrollton, Ohio.

The bright spot in your kitchen

CARLTON STAINLESS STEEL SINKS

WORLD'S LARGEST PRODUCER OF
SLIDING GLASS DOORS PRESENTS...

the rolls
ROLLS ON NYLON
SLIDING ALUMINUM WINDOW
featuring:

- Two automatic locks
- Satin smooth, anodized finish
- Completely weathersealed
- Removable sash
- Rattleproof nylon guides
- Fast, nail-on installation
- Built-in grounds for plaster and stucco siding

MAIL COUPON TODAY!

HORIZON WINDOW COMPANY, INC. ABI
Flower & Paula Sts., Glendale 1, Calif.
Please send complete information about The Rolls Window. I am a—
Builder____ Architect____
Distributor____ Dealer____
Name____
Company____
Street____
City____ Zone____ State____

Compare with any sliding aluminum window on the market— then compare prices!

BUILDER
Fast, 1-man installation. Nails to rough framing. A window of beauty that sells the house!

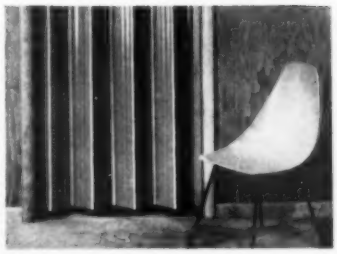
ARCHITECT
Designed and engineered to accent graceful lines, ease of operation and all-weather protection. 93 types and sizes!*

DISTRIBUTOR & DEALER
Easy to sell custom quality at competitive prices! Ships KD with freight allowed. Full profit.

*Available from 2'0" x 2'0" to 12'0" x 6'0", with or without picture window center section, and with or without all-aluminum screens.

HORIZON
GLENDALE 1, CALIFORNIA
Redwood City, Calif.
Dallas, Texas

COPYRIGHT 1955, HORIZON WINDOW COMPANY, INC.



Metal folding door

The Splendette, a metal folding door is available in 8 standard door sizes, and 4 colors. Fire resistant, easily installed with nothing to rip or tear, it has finger-tip operation.

▶ *Splendor, Inc., Dept. AB, 1313 W. 29 St., Indianapolis, Ind. Booth No. 831—Coliseum.*

Check No. 1094 on reply card, p. 168.

Aluminum awning windows

True-Seal aluminum awning windows for home, industrial use have full perimeter vinyl weatherstripping for perfect sealing of all vents. Each operating vent has a maximum opening of not less than 80-degrees.

▶ *True-Seal Window Div., Dept. AB, Industrial Machine Tool Co., 301 S. Oak St., Fenton, Mich. Booth Nos. 429, 430—Sherman.*

Check No. 1095 on reply card, p. 168.

Prefab has three bedrooms

This prefab, 3-bedroom house, the "Lauderdale" features "broken" roof with extra-wide overhang shielding picture window. Has 1,248 sq. ft. with garage, and natural birch kitchen.

▶ *Modern Homes Corp., Dept. AB, 14507 W. Warren Ave., Dearborn, Mich. Booth Nos. 221, 222—Hilton.*

Check No. 1096 on reply card, p. 168.

New trademark, "Certi-Split"

Handsplit red cedar shakes, are now grade-marked, inspected and nationally advertised under a program adopted by the Red Cedar Shingle Bureau. A trademark "Certi-Split" label will be used to identify every bundle of shakes.

▶ *Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle 1, Wash. Booth No. 548—Sherman.*

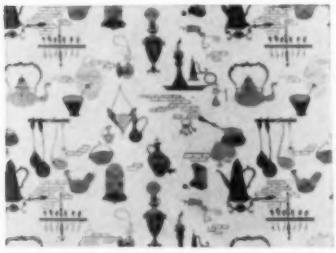
Check No. 1097 on reply card, p. 168.

Copper drainage tube

Copper drainage Tube (DWV) for soil waste and vent lines in 20-ft. lengths permits easier handling, eliminates many unnecessary joints. 3-inch copper stack fits in standard partitions, eliminates furring out of walls.

▶ *Chase Brass & Copper Co., Dept. AB, 236 Grand St., Waterbury, Conn., Booth Nos. 35, 36—Hilton.*

Check No. 1098 on reply card, p. 168.



Wall-Tex

A variety of designs of the new Wall-Tex line carries patterns suitable for every room in the home. "Silhouette" is a formalized stencil like silhouette framed by tiny closely-packed marigolds.

▶ *Columbus Coated Fabrics Corp., Dept. AB, 7th & Grant Ave., Columbus 16, Ohio. Booth Nos. 341, 342—Hilton.*

Check No. 1099 on reply card, p. 168.

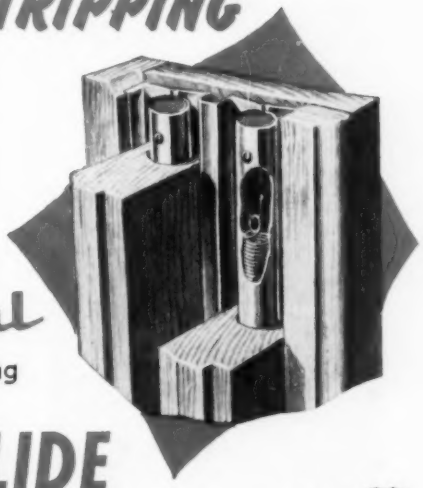
EFFICIENT AIR CONDITIONING DEMANDS THE BEST WEATHERSTRIPPING

That's Why More Builders Specify Hettinger's Famous

Triple Seal

Metal Weatherstripping with

SILENT GLIDE

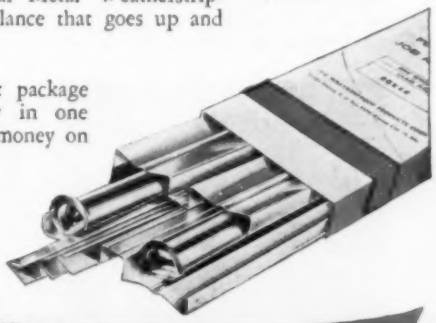


The Only Sash Balance On the Market That Absolutely Stops Window Operation Noise

Triple Seal metal weatherstripping seals out drafts—winter or summer—and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning—combine Triple Seal Metal Weatherstripping and Silent Glide—the balance that goes up and down at a touch—*quietly.*

One piece side channel seals each sash at 4 points.

Easy installation and the unit package (everything for one window in one package) saves you time and money on the job. No material losses.



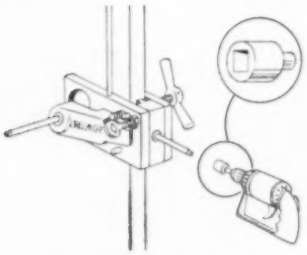
Ask Your Dealer About Triple Seal Or Write Direct

HETTINGER'S

Triple Seal®

PATENT NO. 2172580

Weatherproof Products Corp. **P.O. Box 8498, Kansas City, Mo.**



Complete boring jig set

New lock installation tools are designed to facilitate operation. Exclusive arm with oilite bearings to guide bits insures positive positioning of holes. Adjusts to any thickness of door from 1¼" to 2¾".

▶ *Challenger Lock Co., Dept. AB, 4865 Exposition Blvd., Los Angeles 16, Calif. Booth No. 815—Coliseum.*

Check No. 1100 on reply card, p. 168.

EZ-Way sliding stairway

EZ-Way's model No. 20 Sliding Stairway was developed by the manufacturers for the large-volume builder who wants a low-priced, easily installed, FHA-approved, disappearing stairway. Large access openings are not required.

▶ *E-Z Way Sales, Inc., Dept. AB, Box 300, St. Paul Park, Minn. Booth No. 543—Sherman.*

Check No. 1103 on reply card, p. 168.

Wall-tile adhesive

This Roltite adhesive is designed for plastic and metal wall tile, is easier spreading, faster drying, has longer open can time—up to 4 hours. Both standard, super-bright white color are available.

▶ *Midcontinent Adhesive Co., 70 Sunshine Drive, Grove City, Ohio. Booth No. 827—Coliseum.*

Check No. 1106 on reply card, p. 168.

Ovens in porcelain enamel

The Easy-View oven comes in porcelain enamel colors and features an oblong window which allows cooking inspection without opening oven door. List price: $174.50.

▶ *A. J. Lindemann & Hoverson Co., Dept. AB, 601 West Cleveland Ave., Milwaukee 15, Wisc. Booth No. 444—Sherman, 129—Hilton.*

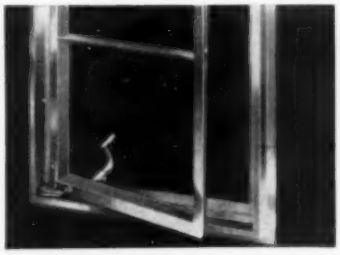
Check No. 1101 on reply card, p. 168.

Kitchens by Republic Steel

Built-in appliances and colored cabinets are featured in 2 kitchens by Republic Steel Kitchens designed by two national consumer magazines. One is designed for the custom builder, the other for the budget-minded builder.

▶ *Berger Div., Republic Steel Corp., Dept. AB, Canton, Ohio. Booth No. 833—Hilton.*

Check No. 1104 on reply card, p. 168.



Nail-on aluminum casement

Quick, easy field installation with only a hammer is the feature of this aluminum casement window. Weatherstrip is factory installed, fin trim is installed in field after window has been nailed into place.

▶ *J. S. Thorn Co., 8501 Hegerman St., Philadelphia 36, Pa. Booth Nos. 330-334—Hilton.*

Check No. 1107 on reply card, p. 168.

Space saving folding door

Veni-Flex woven wood, slat folding doors are made of durable basswood slats and seine twine. Slats are sawed to ⅛" x ⅞", double-sanded for smooth, durable finish. Available in 9 decorator colors.

▶ *Consolidated General Products, Inc., Dept. AB, 2401 Nicholson, Houston, Texas. Booth No. 390—Hilton.*

Check No. 1102 on reply card, p. 168.

Shower head

Temple shower head has fingertip selection, permits user easy adjustment, from sharp needle spray to a flood-like spray. Needle spray uses only 1½ gals. per minute. Plunger permits flushing of scaling.

▶ *Crane Co., Dept. AB, 836 S. Michigan Ave., Chicago 5, Ill. Booth Nos. 48-53—Hilton.*

Check No. 1105 on reply card, p. 168.

Remote air conditioning unit

This remote room air-conditioning unit operates with a standard hot-water boiler for winter heating, and with the Brown water chilling unit for hot-weather cooling. It contains a fan and a dust-removing filter.

▶ *A. Brown Products Corp., 97-12 Metropolitan Ave., Forest Hills, N. Y. Booth No. 816—Coliseum.*

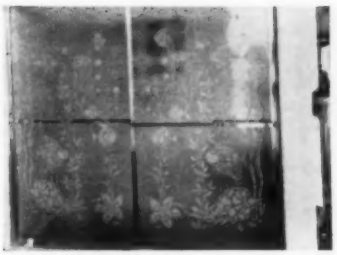
Check No. 1108 on reply card, p. 168.

Ventilator for ceiling, wall

Eight-inch ventilator for built-in wall or ceiling, features pressure-type blades, shallow housing, and mirror-finish grille. Delivers 700 cu. ft. of air per min. Guarantee: 5 years. List price: $23.75.

▶ *The Emerson Electric Co., Dept. AB, 8100 Florissant Ave., St. Louis 21, Mo. Booth No. 896—Coliseum.*

Check No. 1109 on reply card, p. 168.



Glass bath enclosure

Made from lustrous, special finish aluminum, Showerite has sliding glass panels with two handy towel bars and brand new noise-proof vinyl plastic channeling to eliminate door rattle. 3 glass styles. Price: $69.95.

▶ *Theodore Efron Mfg. Co., Dept. AB, 6434 South Wentworth Ave., Chicago, Ill. Booth Nos. 414, 415—Sherman.*

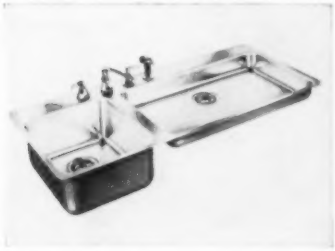
Check No. 1112 on reply card, p. 168.

Spun mineral wool insulation

B-H Perimsul, a new semi-rigid perimeter insulation, exhibits high thermal efficiency, serves as an expansion joint between slab and foundation. Composed of inorganic spun mineral wool fibers, it is impervious to soil acids.

▶ *Baldwin-Hill, Dept. AB, 500 Breunig Ave., Trenton 2, N. J. Booth No. 820—Coliseum.*

Check No. 1115 on reply card, p. 168.

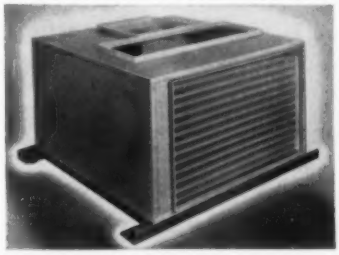


Sit-down sink

Double-bowl stainless steel "sit-down" sink features a shallow bowl for sit-down preparation of food, and a regular size bowl. Available from 32" to 48". Counter tops may be of any desired material.

▶ *Elkay Mfg. Co., Dept. AB, 1874 S. 54th Ave., Chicago 50, Ill. Booth Nos. 730, 731—Coliseum.*

Check No. 1110 on reply card, p. 168.

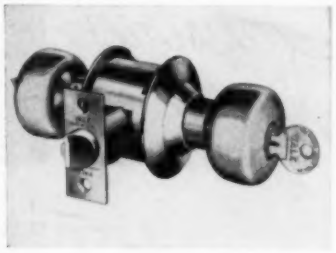


Air conditioner

Bryant Model 555 summer air conditioning units are completely factory-assembled, "package type" central air conditioning units, featuring integral, air-cooled evaporative type condensing units.

▶ *Carrier Corp. Bryant Div., Dept. AB, 300 South Geddes St., Syracuse, N. Y., Booth Nos. 401-403—Sherman.*

Check No. 1113 on reply card, p. 168.

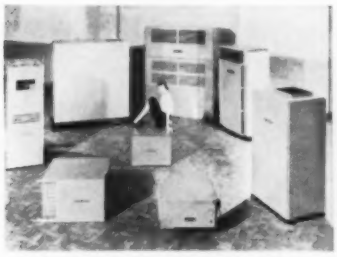


Pin-tumbler cylinder locks

New line of pin-tumbler, heavy-duty, key-in-the-knob type locks are available in 4 different knob designs, 4 accessory trims, and 7 standard finishes. Locks have stainless steel retractor compression springs.

▶ *The Yale & Towne Mfg. Co., Dept. AB, Chrysler Bldg., New York 17, N. Y. Booth Nos. 23-24—Hilton.*

Check No. 1116 on reply card, p. 168.

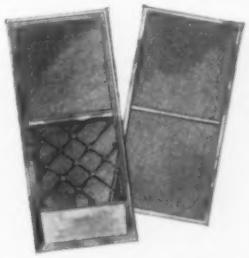


Cooling and heating units

Westinghouse air conditioners remove humid air, provide indoor circulation and act as filters. The company also has an all-electric combination heat pump and air conditioning unit.

▶ *Westinghouse Electric Corp., Dept. AB, Air Conditioning Div., Box 510, Staunton, Va. Booth Nos. 88-93—Hilton.*

Check No. 1111 on reply card, p. 168.

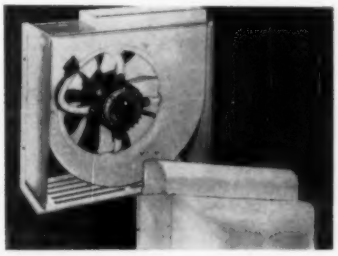


Aluminum screens, doors

Vulco aluminum screens and doors offer beauty, protection, durability, low upkeep. Vulco screens are fabricated throughout the nation, offer many advantages over other types including lifetime value and service.

▶ *Vulcan Metal Products, Dept. AB, 2801 Sixth Ave., South, Birmingham, Ala. Booth No. 849—Coliseum.*

Check No. 1114 on reply card, p. 168.



Cabinet ventilator by Fasco

Fasco's Cab-Vent (model 1065) features Turbo Radial Impeller and scroll construction, giving high-air volume. It takes only 14"x8", allowing ample cabinet space for storage. Finished in baked enamel.

▶ *Fasco Industries, Inc., Dept. AB, North Union & Augusta Sts., Rochester, N. Y. Booth No. 438—Sherman.*

Check No. 1117 on reply card, p. 168.

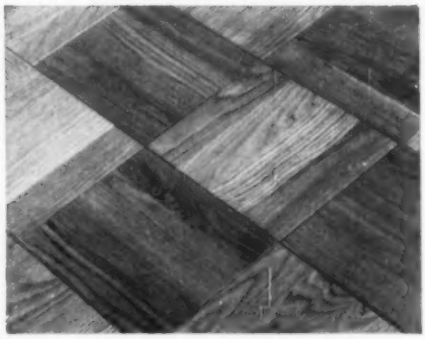
DELFAIR®

Oak Floors

for lasting beauty

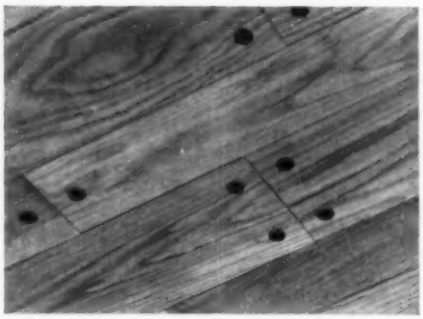
Oakstrip

FINISHED OR UNFINISHED



Oakblok

FINISHED OR UNFINISHED



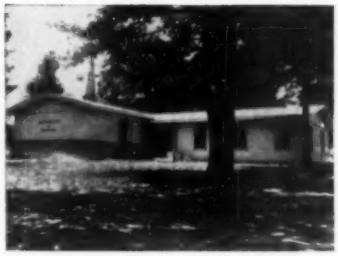
Oakplank

FINISHED OR UNFINISHED

WRITE TODAY FOR MORE INFORMATION

D. L. FAIR LUMBER COMPANY

MEMBER NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
LOUISVILLE, MISSISSIPPI

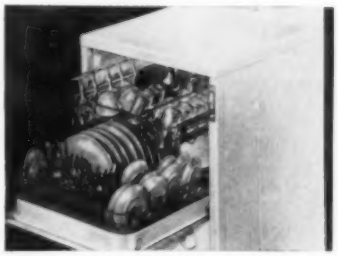


Prefabricated church

Structural strength and economy are the principal features of this prefabricated church. The package includes everything except heating, plumbing and wiring, and can be erected completely in four days.

▶ *United States Steel Homes Inc., 525 William Penn Pl., Pittsburgh 30, Pa. Booth Nos. 206-208—Hilton.*

Check No. 1118 on reply card, p. 168.



Color-styled dishwashers

A wide range of decorator styling is a feature of the new Kitchen Aid automatic dishwasher. Available finishes include stainless steel, antique copper, white; custom factory finishes can also be provided.

▶ *KitchenAid Home Dishwasher Div., The Hobart Mfg. Co., Troy, Ohio. Booth No. 446—Sherman.*

Check No. 1119 on reply card, p. 168.

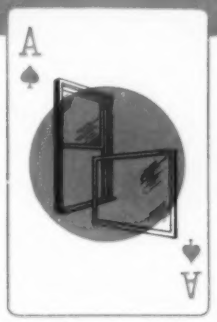
Vinyl-jacketed heating cable

Improved performance in soil heating, pipe heating, roof de-icing, and surface heating is provided with this cable, designed for applications involving temperatures up to 200° F. Output: 5 watts per lin. ft. Four lengths: 26, 40, 60, 100 ft.

▶ *General Electric, Wiring Device Dept. Dept. AB, Providence 7, R. I. Booth No. 97—Hilton.*

Check No. 1120 on reply card, p. 168.

Aces for Sales



QUICK-LIFT-OUT

almost as easy as opening a door.

"MICROMETER" ADJUSTMENT

a thumb-and-finger twist stops rattles, sticking, and drafts.

PATENTED BALANCE

so efficient that even big windows "Finger Lift."

AND ALL FOR VERY LITTLE MORE MONEY...

ARB Wood Windows

MORE THAN A MILLION IN USE

That's the whole story on A.R.B. Wood Windows. It's why more than a million have been installed in just 5 years. It's why A.R.B. is now fourth in the industry. And it's why A.R.B. will open up your window market with more, solidly satisfied customers.

A cordial invitation, Space 547, Sherman Hotel, N.A.H.B. Convention.

Lumber Dealers,

or

ARB Window Sales Company

19433 John R Street Detroit 3, Michigan

BUILDERS MAKE MONEY WITH SAFETY "EXTRA"

Merchant builders report homes sell better when they feature Fire Hose Station, household form of the fire

hose cabinet used in major structures. "Most sales appeal I can get for $40," says one.

Private builders and even remodeling contractors find this novel and practical product brings extra profit. "Anyone will pay $100 for Safety," one states. "Especially in areas where it cuts insurance cost."

Fire Hose Station is a steel cabinet not much bigger than an album of phonograph records. It can be recessed between studs or simply wall-hung. Inside is 25 to 75 feet of fire-type hose on patented quick-release rack. Adjustable nozzle is locked on; valve at other end connects to standard cold water line. Door can match wall. By the leading manufacturer of Interior Fire Protection Equipment since 1887...

W. D. Allen Manufacturing Co.,
Allenco Bldg., Room 720
566 W. Lake St., Chicago 6.

IN-THE-WALL
MUSIC INTERCOM UNIT

- LASTING QUALITY
- FAMILY SAFEGUARD
- ECONOMICAL COST

Superior quality means satisfactory home-owner service. This most powerful radio features 9-tube performance with two-way intercommunication from any room to all other rooms. You answer the front door or monitor the nursery from any room in the house. The system has a pre-amplifier for Hi-Fi record player, automatic clock control, appliance outlet, and speakers in FIVE ROOMS with volume control on each speaker, plus a FRONT DOOR speaker. New "Keep Clean" speaker grills don't require painting.

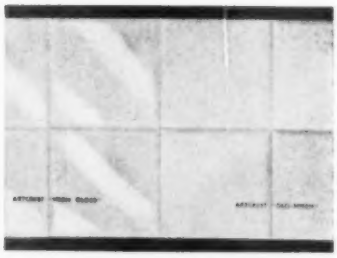
See it at the Home Show
BOOTH 796 COLISEUM
Distributor inquiries invited
MUSIC & SOUND, INC.
118 Leslie St. • Dallas, Texas

Household thermostat

Classic thermostat has dial arranged in horizontal position at eye level to prevent inaccurate reading. Timed cycling automatically cycles burner to maintain temperature constant within fraction of a degree.

▶ *Detroit Controls Corp., Dept. AB, 5900 Trumbull Ave., Detroit 8, Mich. Booth Nos. 386, 387—Hilton.*

Check No. 1121 on reply card, p. 168.

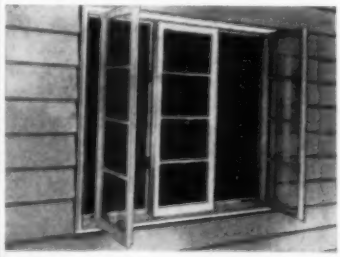


Plastic wall tile

Glo-Sheen plastic wall tile doesn't look or feel like plastic. Tile has scratch-resistant matte finish. Note non-glare surface in photo (right) that demonstrates difference between Glo-Sheen and conventional plastic tiles.

▶ *Artcrest Plastics Co., Inc., Dept. AB, 255 West 79th St., Chicago 20, Ill. Booth No. 156—Hilton.*

Check No. 1124 on reply card, p. 168.



Wood, aluminum casements

A T-shaped strip of extruded aluminum is a part of the mullions of this wooden casement window. The aluminum strip makes the mullion stiffer, and permits a narrower mullion with a result—improvement in appearance.

▶ *Farley & Loetscher Mfg. Co., Dept. AB, 7th and White Sts., Dubuque, Iowa. Booth Nos. 577, 578—Sherman.*

Check No. 1122 on reply card, p. 168.

"Jeep-a-Trench" by Willys

"Jeep-a-Trench" attachment mounted on rear of jeep operates from vehicle's rear power take-off. Trencher digs up to 800 ft./hr. with depth to 6 ft. and width to 14 in. Bulldozer blade, hydraulically operated, is mounted at front.

▶ *Willys Motors, Inc., Dept. AB, Toledo, Ohio. Booth No. 848—Coliseum.*

Check No. 1125 on reply card, p. 168.

Built in oven

Dixie oven comes in one complete unit with insulation all enclosed. 3-way vent system permits venting of oven through front grill, roof or outer wall. Entire oven is wrapped in a thick 2-inch blanket of fiberglass insulation.

▶ *Dixie Products, Inc., Dept. AB, King Edward Ave., Cleveland, Tenn. Booth No. 760-761—Coliseum.*

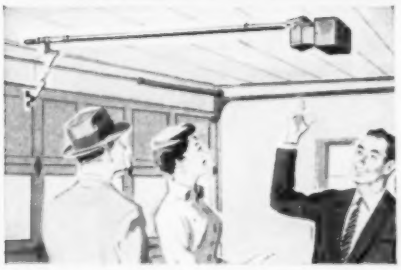
Check No. 1123 on reply card, p. 168.

Infinite outlets possible

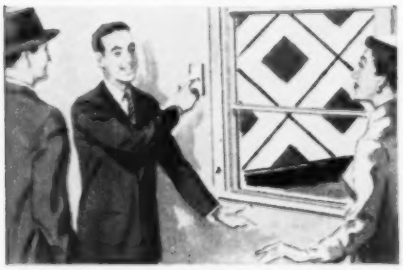
Electrical outlets at any spot along the wall are possible with the use of Electrostrip. The vinyl strip will accept either fused or unfused outlet fittings, and can be used in new construction or remodeling.

▶ *Bulldog Electric Products Co., 7610 Jos Campau, Detroit 11, Mich. Booth No. 861—Coliseum.*

Check No. 1126 on reply card, p. 168.



Delco-matic makes the garage door as mechanically up-to-date as the rest of the home; adds a new and different sales feature which will be used at least FOUR TIMES EVERY DAY—much oftener than many other conveniences.



Housewife operates Delco-matic from button in car or button inside home; can open and close door for kids taking out bikes, etc., without effort.

Delco-matic means safety after dark, comfort and convenience day and night in any weather.

The most overdue improvement in any fine home has just arrived in a package marked

Delco-matic

How many fine homes reach the market with everything in them sparkling new and modern as can be—except the largest piece of moving equipment in the whole place, the garage door, which is still operated by hand, just as it was 20 years ago! And, the housewife will still have to get out of her car in rain, snow or midnight darkness to operate it! Can this be 1955?

GM-DELCO Delco-matic Garage Door Operator adds the final touch of modernity to ANY home. It eliminates the annoyance of an obsolete method and brings the garage door mechanically up-to-date with the rest of the home—as it should be.

Delco-matic is a new, simple, compact package unit with many wonderful features. It bears two famous names, General Motors and Delco, and it is sold, installed, warranted and serviced by Crawford, the nation's leading garage door specialists.

Responsible builders have a very special deal waiting for them at their local Crawford Door Sales Company, listed in the phone book under DOORS. Call now; it's worth while.

See the Delco-matic Display and get our Special Builder Offer at Booth 837 (Coliseum) N.A.H.B. Show, Chicago.

GM GENERAL MOTORS

DELCO DAYTON OHIO

Crawford Door Co.

184-20263 Hoover Road
Detroit 5, Michigan

BUILDER SALES • INSTALLATION • SERVICE

Delco-matic GARAGE DOOR OPERATORS

Crawford GARAGE DOORS

New selling help for you!

"LIFE-OF-BUILDING"

on CELOTEX

REG. U. S. PAT. OFF.

INSULATING SHEATHING

Celotex Insulating Sheathing is so strong, so effective, so durable we guarantee its performance *for the entire life of the building!* That's why progress-minded builders are using this Guarantee to help them make sales to value-minded home buyers.

WITH THIS GUARANTEE, YOU ACCOMPLISH TWO THINGS:

1. You win your prospect's confidence and trust by demonstrating that you use only the best . . . *genuine* Celotex Products . . . even where they can't be seen.

2. You stimulate sales by convincing prospects their dollars are working harder and getting more *for* them . . . in sturdier, better-insulated homes.

For only Celotex Insulating Sheathing is made from tough, interlocking, long Louisiana cane fibers (nature's "long-life" fibers), protected against dry rot and termite attack. Goes up 30% faster, with up to 15% less waste. Insulates and weatherproofs. Double-waterproofed . . . no wet-weather delays. And these are just a few of the *practical job advantages* that make so many builders specify *Celotex* Insulating Sheathing for every construction job.

Celotex National Ads do a brand name pre-selling job for you in LIFE and THE SATURDAY EVENING POST!

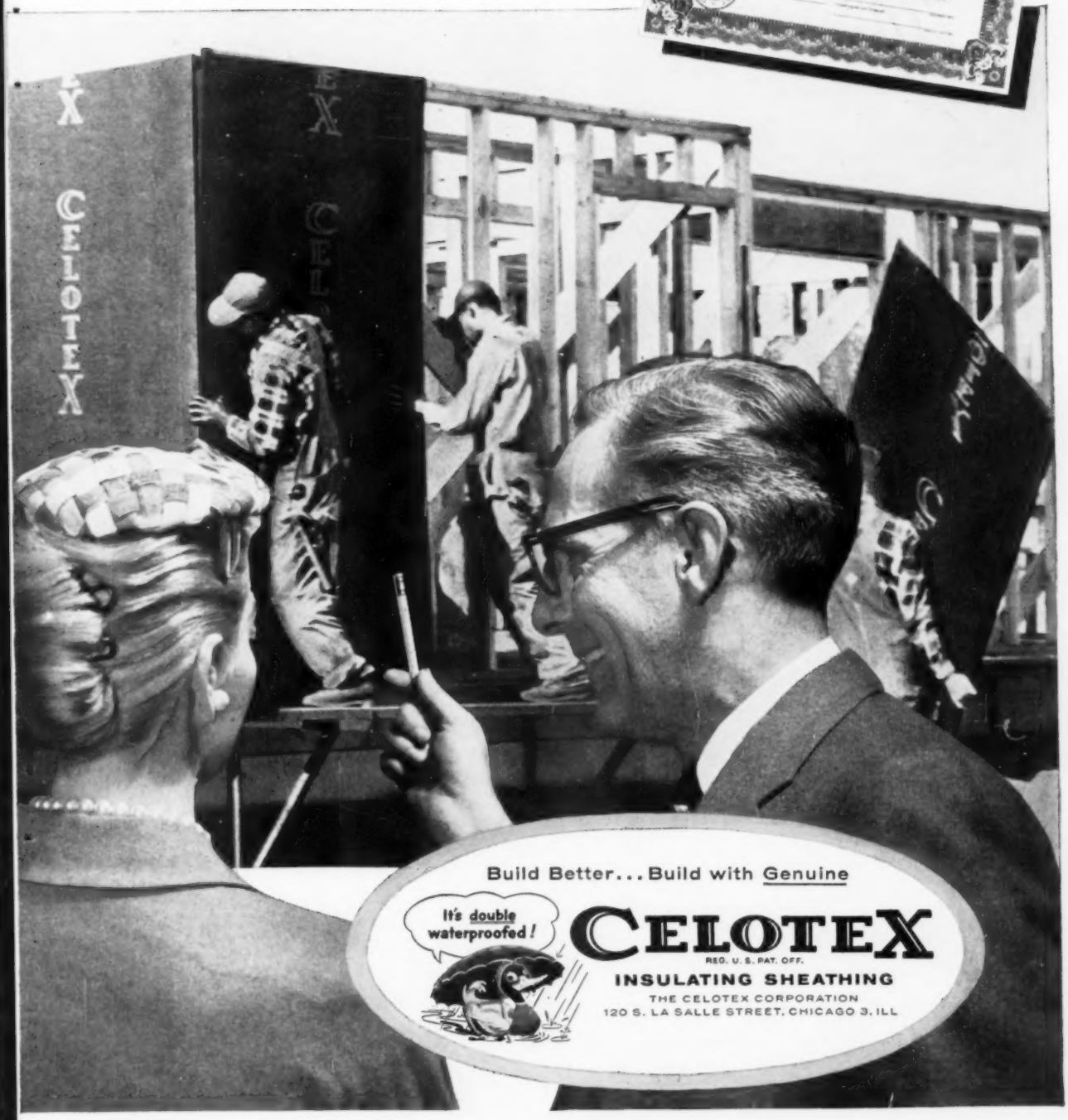
Throughout 1956 . . . month after month . . . you'll see ads that really *work* on America's future home buyers . . . part of an unprecedented national advertising campaign to *pre-sell* your prospects on the quality and value of Celotex Products.

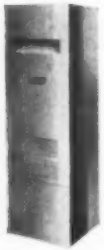
These are powerful, colorful full-page ads in LIFE and THE SATURDAY EVENING POST that appeal to prospective home owners. Tie in by letting prospects know your homes are built with *genuine* Celotex Products . . . the brand name with nation-wide preference created by over a third of a century of national advertising.

FOR COMPLETE INFORMATION, CONTACT YOUR CELOTEX DEALER

GUARANTEE

CELOTEX
Life-of-Building Guarantee
Celotex Insulating Sheathing


CELOTEX
Build Better... Build with Genuine
It's double waterproofed!
CELOTEX
REG. U. S. PAT. OFF.
INSULATING SHEATHING
THE CELOTEX CORPORATION
120 S. LA SALLE STREET, CHICAGO 3, ILL



Gas-fired "Conditionair"

Model GBC 70-H gas-fired "Conditionair" delivers warm air to all rooms quickly, efficiently. Air control is easily adjusted to vary volume of air delivered. Available in 2-tone color combination—Sahara Tan, Cameo Beige.

▶ *Delco Appliance Div., General Motors Corp., Dept. AB, 391 Lyell Ave., Rochester, N. Y. Booth Nos. 174, 175—Hil-*

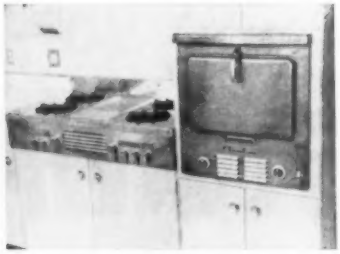
Check No. 1127 on reply card, p. 168.

Bermuda house

The Warwick design of the Bermuda House is designed for use on existing patios or terraces. Construction is of specially extruded aluminum members and Alclad aluminum screening. Full size aluminum screen door is supplied.

▶ *Durall Products Co., Dept. AB, Sixth Ave., York, Pa. Booth No. 10—Hilton.*

Check No. 1130 on reply card, p. 168.



Copper built-ins by Chambers

The In-a-Top broiler-burner unit is finished to match the antique copper finish of the completely separate In-a-Wall oven by Chambers, featured in an "idea-home of the year" developed by a national magazine.

▶ *Chambers Ranges, Inc., Dept. AB, 2464 North Meridian St., Indianapolis, Ind. Booth Nos. 470, 471—Sherman.*

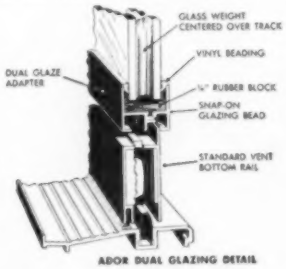
Check No. 1133 on reply card, p. 168.

"View-catching" windows

Fenestra WindoWall units, framed in sturdy steel, have rain-shedding, awning-type ventilators. Units fit into custom-built, upper-bracket ranch-type home and low-priced project home of frame. In several standard sizes.

▶ *Detroit Steel Products, Dept. AB, 3101 Griffin St., Detroit, Mich. Booth Nos. 72, 73—Hilton.*

Check No. 1128 on reply card, p. 168.



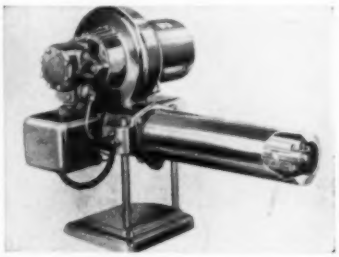
ADOR DUAL GLAZING DETAIL

Sliding dual glass adaptor

Dual glazing can be used in sliding doors where the climate demands it with the Ador adaptor. The standard frame now permits use of either ¼" single or 1" dual glaze, with the heavier glass kept over center of track.

▶ *Ador Sales, Inc., 2345 W. Commonwealth Ave., Fullerton, Calif. Booth No. 367—Hilton.*

Check No. 1131 on reply card, p. 168.

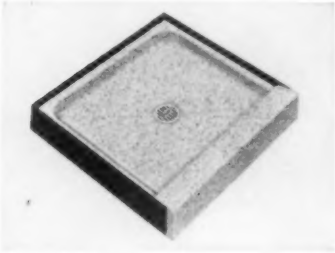


Heil conversion burner

Burner-mounted primary control on Heil conversion burners eliminates need for external line voltage wiring. Steel jacket contains transformer, relay, safety timer, ignition timer and other standard components.

▶ *The Heil Co., Dept. AB, 3000 West Montana St., Milwaukee 1, Wis. Booth Nos. 723, 724—Coliseum.*

Check No. 1134 on reply card, p. 168.



Precast shower floor

Precast shower floor of terrazzo has integral threshold. Available in square, corner and rectangular styles. All have galvanized-bonderized tiling-in flange and wrought brass drain cast integral to form a complete, one-piece shower floor.

▶ *Fiat Metal Mfg. Co., Dept. AB, 9301 Belmont Ave., Franklin Park, Ill. Booth No. 457—Sherman.*

Check No. 1129 on reply card, p. 168.

Royal jet forced air furnace

"Budget Tailored" units to meet the particular home requirements; buyer can specify features desired, in Upflow or Counterflow models; features quiet performance, efficiency; glass-coating optional; approved for all types of gas.

▶ *Royal Jet, Inc., Dept. AB, 1024 W. Minster Ave., Alhambra, Calif. Booth No. 55—Hilton.*

Check No. 1132 on reply card, p. 168.

Fabric covered folding door

Foldoor provides about 7 sq. ft. of extra living space worth $80-$90 around every doorway by eliminating swing space. Lifetime vinyl fabric is deep-textured and pliable. Washable and easy to paint. As low as $22.45.

▶ *Holcomb & Hoke Mfg. Co., Inc., Dept. AB, 1545 Van Buren St., Indianapolis, Ind. Booth Nos. 164, 165—Hilton.*

Check No. 1135 on reply card, p. 168.

You can't job-build hardwood kitchens like these no more

Labor costs being what they are, it's downright uneconomical to keep your carpenters tied-up job-building cabinets . . . especially since I-XL hardwood cabinets incorporate every home-selling custom feature your customers want . . . and at a hefty saving to you. I-XL offers over 200 size and style cabinets, in any of 3 exclusive finishes. You can offer prospects convenience-features to suit their exact wants and be money ahead on the deal.

There's an I-XL dealer or distributor in your neighborhood that will bend over backward to help you plan your kitchen and make delivery to fit *your* schedule. Send the coupon for the full story – it's a sound dollars and sense proposition.

Action begins with this coupon

i-XL

HARDWOOD KITCHENS

I-XL FURNITURE COMPANY
FACTORY AT GOSHEN, INDIANA
General Sales Office: 67 W. Division St., Chicago 10, Ill.

Nationally advertised in all influential building and modernizing magazines.

I-XL FURNITURE COMPANY
General Sales Office: Dept. 1-A
67 West Division St., Chicago 10, Ill.

Gentlemen:

I enclose 25c for the big I-XL kitchen book. Also, send me the name of my local dealer or stocking distributor.

NAME

COMPANY

ADDRESS

CITY ZONE STATE

VISIT THE I-XL BOOTH 313-316 AT THE BUILDERS SHOW

See Our
1956 PROGRESSIVE DEVELOPMENTS
N.A.H.B. SHOW
JANUARY 22-26
BOOTHS 493-494
HOTEL SHERMAN

GRAND RAPIDS HARDWARE COMPANY

THE ONLY MANUFACTURER
OF A COMPLETE LINE
OF OPERATIVE
WINDOW HARDWARE
FOR THE
RESIDENTIAL FIELD

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101 Park Ave., New York 17, N. Y.
Murray Hill 3-4555

LOS ANGELES OFFICE
3727 Broadway Place, Los Angeles 7, Calif.
Telephone Adams 2-6977

DANBURY WAREHOUSE
19 Bridge St., Danbury, Conn.
Phone Pioneer 8-2198

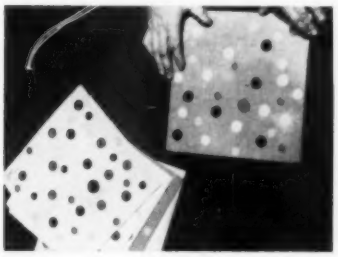
"Quality Leaders in Sash Hardware for Over 50 Years"

Exterior design flexibility

Starting with two basic floor plans, Precision Homes has used roof, carport and breezeway variations to achieve 37 different exterior elevations. Builders can use cellars or slabs under the houses. All have one and a half baths.

▶ *Precision Homes, Dept. AB, 5235 Winthrop Avenue, Indianapolis 20, Ind. Booth No. 218—Hilton.*

Check No. 1136 on reply card, p. 168.



Polkadot—new floor styling

Polkatile is made of Lifetime Vinyl inset with vari-colored polkadots which fit tightly into the tile. They are held securely in place by the same adhesive used to install the tile. Polkatiles are 12-in. squares, 1/8-in. thick.

▶ *Robbins Floor Products, Inc., Dept. AB, Tuscumbia (Muscle Shoals), Ala. Booth Nos. 377, 378—Hilton.*

Check No. 1137 on reply card, p. 168.

Low priced colored cabinets

Geneva Modern Kitchens is offering steel cabinets in 6 colors besides white, and at the same cost. Shelves are of plastic, catches are nylon. Cabinets are available either as standard or custom-built units.

▶ *Geneva Modern Kitchens, Div. of Acme Steel Company, Dept. AB, Geneva, Ill. Booth No. 510—Sherman.*

Check No. 1138 on reply card, p. 168.

Now...for less money

Put more cost-cutting, portable electric power on your jobs!

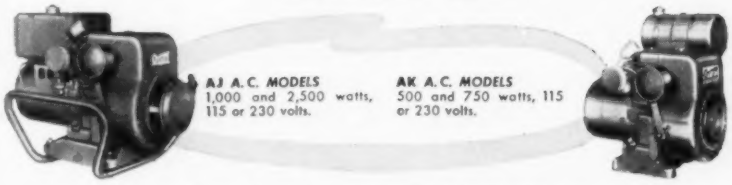
That power-packed Onan Model 205AJ on the construction site above, delivers 2,500 watts of A.C. power, enough to operate several electrical tools or floodlights simultaneously. Powered by an Onan 4-cycle gasoline engine, it has all the 4-cycle advantages of quick starting, long life and easy maintenance, *yet it weighs only 154 pounds*, and costs less per watt of output than any electric plant in its size range.

This model and others in the new AJ and AK series, ranging in size from 500 to 2,500 watts, are all lighter in weight, more compact, and lower in cost than previous models. *They are completely Onan built* . . . powered by new, modern, short-stroke, single-cylinder Onan gasoline engines, direct-connected to Onan drip-proof all-climate generators.

Equipped with carrying frame or two-wheel, rubber tired dolly, these new electric plants can be taken anywhere . . . moved around easily on the job. Get all the facts on these new electric plants from your Onan distributor.

NEW POWER-PACKED MODELS

500 to 2,500 watts



Electric Plants for every need—500 to 50,000 watts

Onan ELECTRIC PLANTS

Write for Special Folder!

D. W. ONAN & SONS INC.

2510 University Ave. S.E., Minneapolis 14, Minnesota

NOW! NEW!

pryne
rhymes with FINE

ROOM RATED

BLO-FANS!

PRY-LITES!

makes it easy to select.. easier to specify!

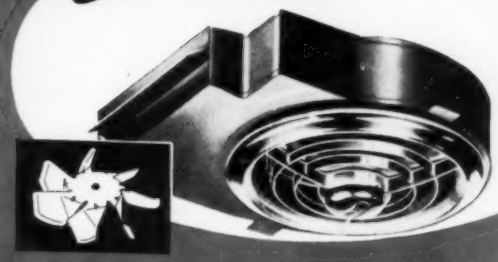
Here's the NEW Way... the Practical Way... to assure the Right Fan... the Right Light... for On-the-Job Conditions!

Pryne's Laboratory tested and approved "Room Ratings" translate ventilating fan CFM and lighting fixture foot candle power computations into actual in-the-home performance figures. Now, with Pryne Room Rated fan and light calculators you can quickly and easily select the right Blo-Fan or Pry-Lite to fit the job.

MANUFACTURERS OF pryne TILTING HOODS · BLO-FANS · PRY-LITES

pryne ROOM RATED

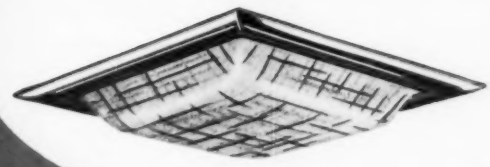
Blo-Fans



In exhaust ventilating, Pryne Room Ratings are your assurance of the required air change cycle ... under realistic operating conditions. To select the right exhaust fan for any room all you need is the room square footage and the Pryne Room Rating Fan selector.

pryne ROOM RATED

Pry-Lites



In lighting, Pryne Room Rating tells you quickly, from the room square footage, the exact lighting fixtures required to assure the proper level of illumination in every type of room.

here's how RR works for YOU!

The Room-Rated Fan Calculator translates room square footage into CFM ventilating requirements for every condition – and indicates the right size and type of fan to specify.

The Room-Rated Light Calculator translates room square footage into foot candles of illumination required for various conditions – and shows the right type of lighting fixtures to specify.

Meet MISS R.R. at the NAHB Convention, Booth 57 Lower Exhibition Hall, Conrad Hilton.

FREE RR CALCULATORS

Scientifically tested for accuracy at Pryne's Room Rating Laboratory ... where lighting and ventilating engineers test Blo-Fans and Pry-Lites under actual home conditions and rate them according to their performance. All figures are based on SQUARE FEET so that accurate specifications may easily be made from floor plan drawings!

MAIL TODAY!

For your FREE RR CALCULATOR that makes it easier to buy, easier to specify ventilating fans and lighting fixtures!

PRYNE & CO., INC.
BOX 698, POMONA, CALIF.

ABR1

Rush the FREE Room-Rated Calculators checked:
☐ Fan Calculator ☐ Light Calculator

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

pryne
rhymes with FINE

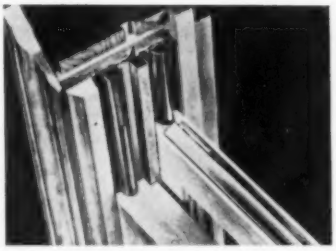
• INFRA RED CEILING HEATERS

Gas units are built-ins

These built-in gas cooking units feature: automatic oven clock control; controlled top burner heat; seamless porcelain enamel oven and broiler; pyrex window in oven. Can be arranged in peninsula, island or straight-line counters. Available in color.

▶ *Caloric Appliance Corp., Dept. AB, 12 S. 12 St., Phila. 7, Pa. Booth Nos. 736, 753—Coliseum.*

Check No. 1139 on reply card, p. 168.



Weatherstrip and balance

Both weatherstripping and spring-sash balances are provided in the Duraseal window unit. Spring housings are recessed into the sash, and provide pressure strong enough to be snug, but not so strong as to hinder sliding.

▶ *Zegers, Inc., Dept. AB, 8090 So. Chicago Ave., Chicago 17, Ill. Booth No. 11—Hilton.*

Check No. 1142 on reply card, p. 168.

Plastic-sealed windows

This aluminum awning window is low cost, has a highly effective vinyl weather-seal strip forced into channels in the metal frame. The window can be installed as it is delivered, with no vent adjusting on the job.

▶ *Superior Window Company, Dept. AB, 5300 N.W. 37th Ave., Miami, Fla. Booth Nos. 825 and 826—Coliseum.*

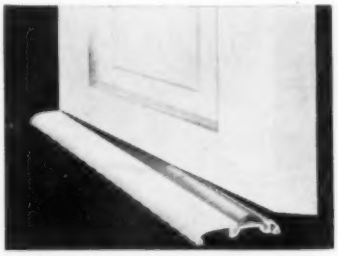
Check No. 1145 on reply card, p. 168.

Winter air conditioner

A counterflow type winter air conditioner designed for gas firing is available in 75,000, 100,000 and 125,000 Btu input ratings. Designated as model GCA, it's a fully assembled and wired unit.

▶ *American-Standard Air Conditioning Div., Dept. AB, 40 W. 40th St., N.Y.C. 18, Booth Nos. 139-141—Hilton.*

Check No. 1140 on reply card, p. 168.

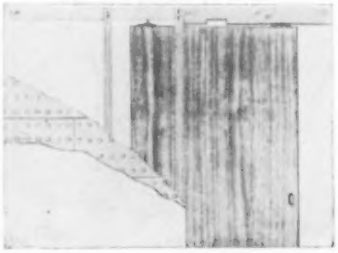


Positive fitting threshold

A compressible vinyl strip that is compressed by the door makes this threshhold a positive weatherseal. Besides hinged doors, it can be used with overhead garage doors. When the vinyl strip becomes worn, it can be easily replaced.

▶ *The Duraflex Co., Dept. AB, 3275 N. W. 37th St., Miami, Fla. Booth No. 814—Coliseum.*

Check No. 1143 on reply card, p. 168.

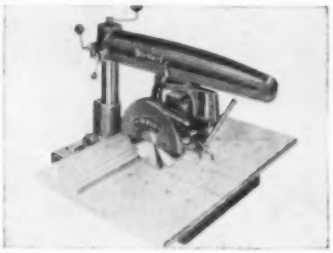


Sliding-door pocket frame

Grant No. 500 Series packaged sliding-door pocket frame can accommodate doors of thicknesses from ¾" to 1¾". Any door height from 6' to 6' 8", or width from 2' to 3' may be used. Packed in easy-to-handle carton.

▶ *Grant Pulley & Hardware Corp., Dept. AB, 31-85 Whitestone Pkwy., Flushing 54, N. Y. Booth Nos. 301, 302—Hilton.*

Check No. 1146 on reply card, p. 168.



New saw is more powerful

An increase in power from ½ to ¾ h.p. has been made in the 1956 "Power Shop" saw by DeWalt. Other improvements an easier-to-read bevel scale, dust proof electric boxes, a tamper-proof starting switch, and a newly designed combination blade.

▶ *DeWalt Inc., Dept. AB, Lancaster, Pa. Booth Nos. 872—Coliseum, and 32—Hilton.*

Check No. 1141 on reply card, p. 168.

Hardwood block flooring

Precision-cut bonded hardwood-block flooring for concrete-slab and wood subfloors is not affected by heat and has super-thick selected red oak wearing surface; 9 x 9" blocks are cross-bond laminated for added strength.

▶ *Higgins Industries Inc., Dept. AB, P. O. Box 8169, New Orleans 22, La., Booth Nos. 549, 550—Sherman.*

Check No. 1144 on reply card, p. 168.

Aluminum sliding glass doors

New Glamour units come in KD multiples of 3' or 4'. Overall height: 6' 10". No extra mullions needed. Units are architecturally symmetrical, designed with separate frame and 2 separate door panels for easy installation.

▶ *Glamour Glass Wall-Dor Corp., Dept. AB, 4723 No. Pulaski Rd., Chicago 30, Ill., Booth No. 810—Coliseum.*

Check No. 1147 on reply card, p. 168.

NEW LOW COST FOLDING DOOR

CURTITION

Decorfold

Made of Colorful Hi-Impact Plastic!

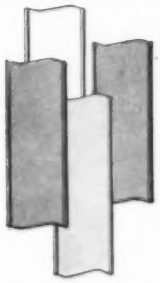
Add sales impact for budget homes. Here now is an innovation in folding doors that helps you answer today's demand for functional design and roomier convenience in *any* price home. It's another Curtition model with quality that surpasses anything else on the market for the money.

Plastic creates strong appeal. With Curtition Decorfold you offer a door that's acid resistant, scuff proof...virtually damage proof...and easy to keep sparkling clean.

For standard openings and wardrobes. Curtition Decorfold opens with the *most compact stacking* of any folding door. Saves space in close quarters...provides *full access* to wardrobes and closets. Saves you money over sliding doors...with faster, simpler installations.

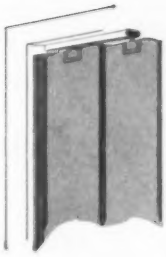
Doors are completely assembled with Nylon clip-glides and pull handles for both sides. Packaged with track, screws and friction catch — ready for installation. Sizes to fit openings up to 10′ in width.

2′0″ x 6′8″ door, only $21.50 retail



Fits new decorating trend

Curtition Decorfold's rich plastic surface provides a pleasing blend or contrast to soft fabrics, carpets, masonry and wood furnishings. Choice of soft colors; to fit any decorative scheme.



Simplified trouble-free design

No wobble or chatter because of newly engineered one piece nylon clip-glides. No moving parts to jam up or come loose, no warping. Decorfold is center-line suspended in a steel track. Finger touch to open or close.

A 24″ door folds back to only 2″

Decorfold's compact stacking is unique in folding doors — 1″ for every 12″ of door. The slim line stack provides maximum clear opening and a rich, subtle pillar effect.

Learn the 15 new points of superiority in the

CURTITION ROYALFOLD

The King of Accordion Doors . . . also Manufactured by

CURTITION CORPORATION

2227 Sawtelle Boulevard • Los Angeles 64, California

Send for our A.I.A. Brochure showing complete details and applications

See your nearest distributor or mail this coupon to:
Dept. AB-16, Curtition Corporation
2227 Sawtelle Blvd., Los Angeles 64, Calif.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE HOMASOTE LINE

....FOR 1956....INCLUDES....

—whole-hearted support of the year-long OPERATION HOME IMPROVEMENT. Here is your opportunity — and ours — to assist in a nationwide, fully organized drive to divert a higher percentage of the consumer's "surplus" dollars into home improvement and maintenance.

NATIONAL HOUSING CENTER
WASHINGTON, D. C.

—a year-round display of our products in the fabulous, new NATIONAL HOUSING CENTER. Your business will benefit from the operation and services of this Center. Make every effort to visit it. (The Homasote-Nova Exhibit is at the elevators on the Second Floor.)

—Homasote insulating-building boards in a still wider range of sizes, thicknesses and densities — plus the new Wilson Air-cor Roof-Decking that makes condensation a problem of the past.

—new and expanded services to architects, builders and dealers — prompt service on current problems — new, more efficient sales aids and literature. Write today for the new 8-page brochure "The Homasote Line Today" — and the new 64-page "Homasote Handbook" that took 20 years to write and 46 years of manufacturing quality products to make it possible. You will find value in both books. Kindly address your inquiry to Dept. A-7.

HOMASOTE COMPANY
TRENTON 3, NEW JERSEY

all eyes are on WESLOCK'S

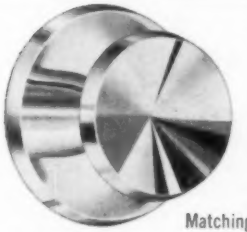
SUNRAY

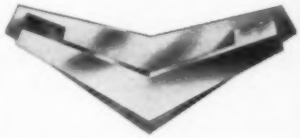
Weslock still leads as a style originator with SUNRAY, the newest and most beautiful creation in matching design residential locksets and cabinet hardware.

The secret is in the ingenious inverted cone design which reflects gleaming rays of light from any angle, and because the hand never touches the reflecting surface, the brilliance will last forever.

National Association HOME BUILDERS Annual CONVENTION EXPOSITION Chicago January 22-26 1956

Booth 433
SHERMAN HOTEL





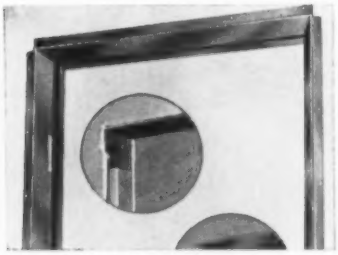
Matching SUNRAY Cabinet Knobs and Pulls

WESTERN WESLOCK

WESTERN LOCK MFG. CO.

Manufacturers of Weslock Residential Locksets and Building Hardware

GENERAL OFFICES: 211 NORTH MADISON AVENUE, LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA



Flush-type steel door jamb

Special "plaster" bead on nailing permits joint compound to be floated flush to edge of jamb in finishing wall. Jamb mounts on ½" dry wall after wall is installed, can be installed singly or in multiple units.

▶ *Trimco Metal Products, Dept. AB, 6304 Olive St. Rd., St. Louis 5, Mo. Booth No. 340—Hilton.*

Check No. 1148 on reply card, p. 168.

One-story, prefab home

Starlighter, a prefab one-story house, features double-wall construction. Furnished and included in package price is fir framing lumber above floor joists and all rough and finish nails and hardware.

▶ *Thyer Mfg. Co., Dept. AB, 2857 Wayne St., Toledo 9, Ohio. Booth Nos. 183, 184—Hilton.*

Check No. 1151 on reply card, p. 168.

Horizontal cooling unit

Available in one and two h.p. sizes, the Type 911 air-cooled unit can be hung from the ceiling in a shop or from basement ceiling joists, in attic or crawl space and connected with forced warm-air system.

▶ *Mueller Climatrol, Dept. AB, 2005 West Oklahoma Ave. Milwaukee 15, Wis., Booth Nos. 113, 115—Hilton.*

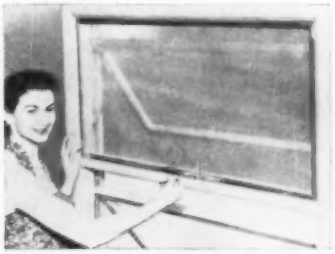
Check No. 1154 on reply card, p. 168.

Kelvinator's 1956 appliances

Kelvinator's 1956 line includes the "Foodarama," a built-in, 16 cu. ft. combination freezer-refrigerator, (pictured here). Four new ranges are all 40-in. wide. Built-ins include oven, surface cooking and griddle units.

▶ *Kelvinator Div., Dept. AB, Am. Motors Corp., 14250 Plymouth Rd., Detroit 32, Mich. Booth No. 1—Hilton.*

Check No. 1149 on reply card, p. 168.



Window-operating push bar

Push bar, (above) furnished with window at no extra cost, and Roto adjuster, at $7 to $8 list, are interchangeable on Modernaire awning-type convertible wood windows. Button disengages sash to open to 130 deg.

▶ *Modernaire Corp., Dept. AB, 8400 Kinsman Road, Cleveland 4, O. Booth No. 336—Hilton.*

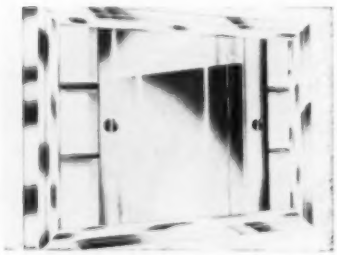
Check No. 1152 on reply card, p. 168.

Southern pine lumber

Southern Pine lumber, adaptable for use under most severe exposure conditions, is being produced for the new exposure look in construction. Lumber is seasoned to minimize shrinkage.

▶ *Southern Pine Assn., Dept. AB, National Bank of Commerce Bldg., P. O. Box 1170, New Orleans 4, La., Booth Nos. 541-542—Sherman.*

Check No. 1155 on reply card, p. 168.

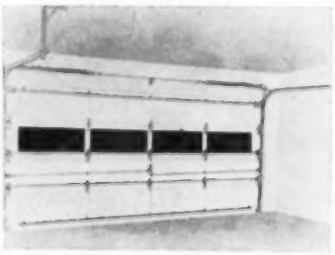


Recess medicine cabinets

Four series of cabinets permit wide choice: sliding-door cabinets with picture-type frames or with standard frames, deep drawn seamless or formed and welded body cabinets. All models with or without fluorescent fixture.

▶ *Hy-Plane Manufacturing Co., Dept. AB, 1822 Cadwallader St., Phila., 22, Pa., Booth No. 808—Coliseum.*

Check No. 1150 on reply card, p. 168.



Torsion spring garage door

"Live shaft" torsion springs, as well as stretch springs for counterbalance, are a hardware feature in a redesigned line of residential overdoors; also new hinges, improved twin rollers, stronger trussing on two-car doors.

▶ *McKee Door Co., Dept. AB, 110 Hankes Ave., Aurora, Ill., Booth Nos. 215, 216—Hilton.*

Check No. 1153 on reply card, p. 168.

Winter air conditioners

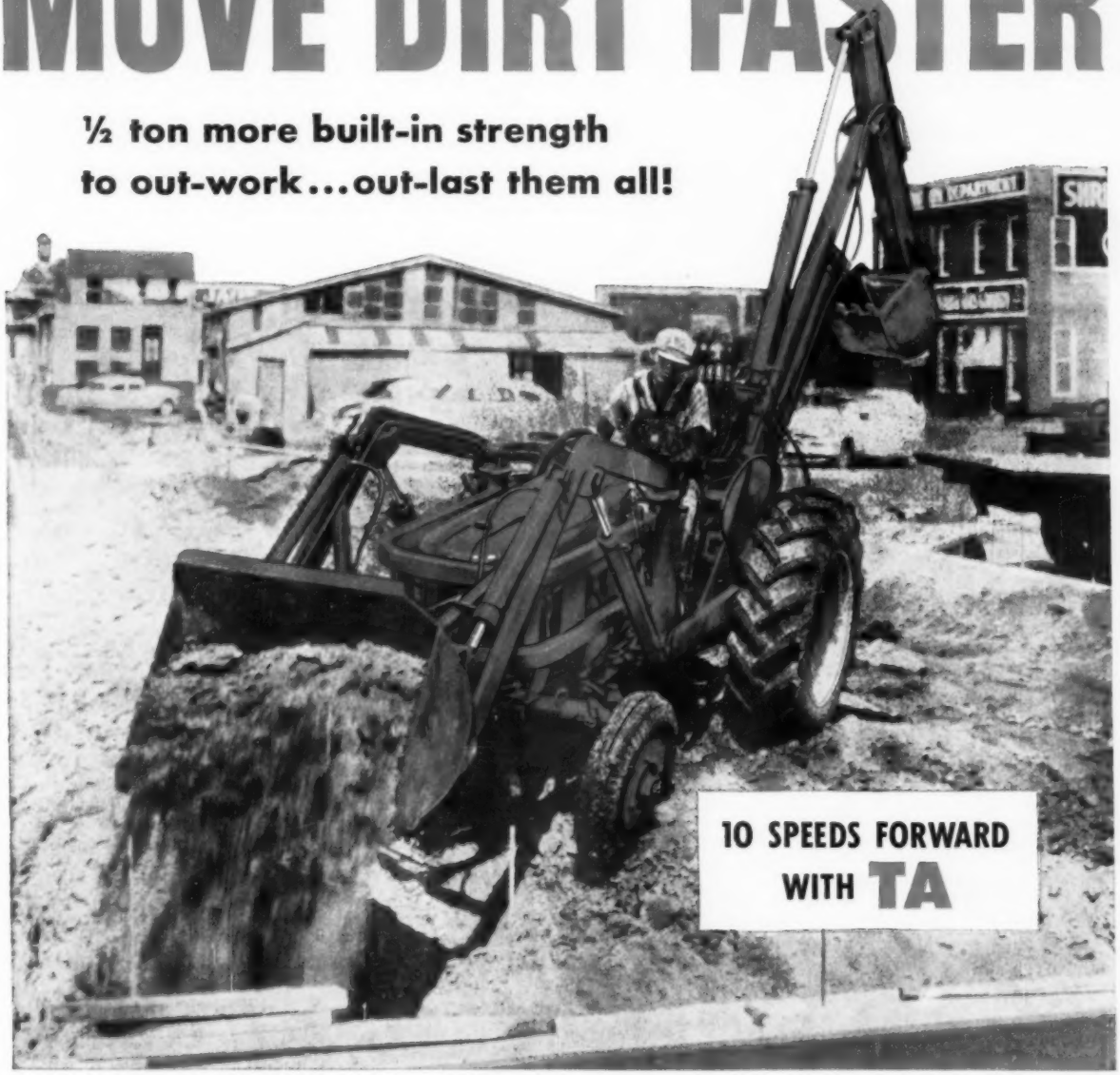
Automatic controls on Shana-Heat winter air conditioners regulate operation of furnace, supply right amount of heat to each room. Units include aluminum foil-faced glass wool blanket insulation; one-piece body construction.

▶ *Shana Manufacturing, Inc., Dept. AB, 188 W. Randolph St., Chicago 1, Ill., Booth No. 792—Coliseum.*

Check No. 1156 on reply card, p. 168.

MOVE DIRT FASTER

½ ton more built-in strength to out-work...out-last them all!



with the NEW INTERNATIONAL® 300 UTILITY

Up to 1,000 pounds more built-in weight for push and pull-power keeps you moving dirt where lighter weight tractors slip and stall. With optional Torque Amplifier drive you get *two* speeds in each gear—you boost pull-power up to 45 per cent *on the go* without touching clutch, throttle or gear shift!

Your IH Dealer will demonstrate—see WHY the new International 300 Utility *outworks them all!* Look in the classified directory . . . phone him today.

See Your

INTERNATIONAL HARVESTER DEALER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units—General Office, Chicago 1, Illinois.

specify...Cabot's

stain, wax, and seal in one operation

Cabot's Stain Wax used in this house in Beach Haven, N. J.—Architects Savery, Scheetz and Gilmour, Phila.

Cabot's
STAIN WAX
for paneling, woodwork

Used by leading builders because it

- Saves time — requires only one easy operation
- Gives the rich color of a penetrating stain
- Has the soft lustre of wax
- Protects and brings out the beauty of the wood
- Is suitable for all types of wood
- Gives an easy-to-keep-clean finish

Comes in 9 appealing colors, Black, White and Natural

A quality product from Cabot Laboratories ...manufacturing chemists since 1877

Samuel Cabot

Write for further information and name of nearest distributor in U. S. or Canada.

SAMUEL CABOT INC.
124 Oliver Building, Boston 9, Mass.
Please send me a color card on Cabot's Stain Wax

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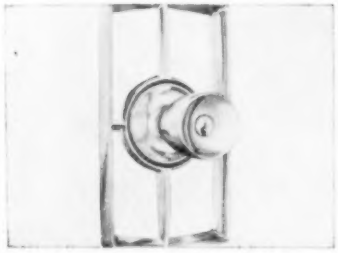


Modern lock escutcheons

Open-back lock escutcheons permit decorative treatment of doors. New Manhattan rectangular design, 8" x 4⅜" (above); and Continental circular model, 11" x 8", may be used horizontally or vertically.

▶ *Schlage Lock Company, Dept. AB, 2201 Bayshore Blvd., San Francisco, Cal., Booth No. 127—Hilton.*

Check No. 1157 on reply card, p. 168.

Birch kitchen cabinets

"Crestwood" line of birch kitchen cabinets by The Mengel Company features pass-thru cabinets, pegboard sliding door soffits, wide variety of sizes and plastic counter-top colors. Cabinets and tops will accommodate any built-in ovens and counter-top burners.

▶ *The Mengel Co., Dept. AB, P.O. Box 660, Louisville, Ky. Booths Nos. 142-144—Hilton.*

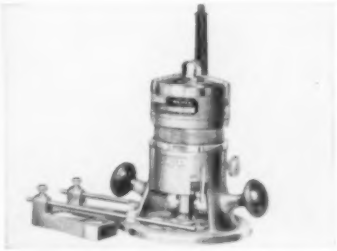
Check No. 1160 on reply card, p. 168.

Long-lived nylon latch bolt

Easy, quiet closing and longer wear are features of new nylon latch bolts. Self-lubricating insert protrudes on all sides, preventing metal-to-metal contact between bolt and strike. On all Sargent "7600" Series IntergraLocks.

▶ *Sargent & Co., Dept. AB, 45 Water St., New Haven 9, Conn., Booth No. 772—Coliseum.*

Check No. 1158 on reply card, p. 168.

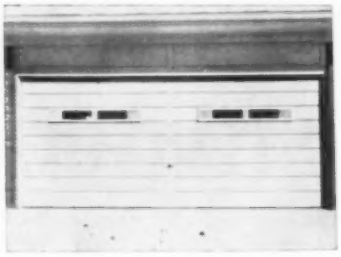


Portable router

A 1¼ h.p. portable electric router with free-cutting speed of 23,000 r.p.m. is offered by Skil Corporation. The tool can be used for grooving, rabbeting, mortising, etc. Features a control switch operated without removing hands from guide handles.

▶ *Skil Corp., Dept. AB, 5033 Elston Ave., Chicago 30, Ill. Booth No. 869—Coliseum.*

Check No. 1161 on reply card, p. 168.



Decorative garage doors

Berry one-piece garage door is made of high-grade steel electroplated with zinc in number of designs and color tones. Features diagonal grid design, new stabilizing arm, auxiliary lifting arm, nylon rollers.

▶ *Steel Door Corp., Dept. AB, 2400 E. Lincoln Rd., Birmingham, Mich., Booth Nos. 131-132—Hilton.*

Check No. 1159 on reply card, p. 168.

Swing-out built-in broiler

Magic Chef's new line of built-in gas units features a swing-out broiler. Oven and broiler fronts are chrome. Chrome burners are in units of two. The Red Wheel Oven Regulator is standard on the built-in line. Units will fit standard cabinet cutouts.

▶ *Magic Chef, Inc., Dept. AB, 1641 So. King's Hwy. Blvd., St. Louis 10, Mo. Booth No. 745—Coliseum.*

Check No. 1162 on reply card, p. 168.

Homes with fireplaces sell faster

. . . and more builders use Donley **SUCCESSFUL** fireplace plans and equipment

Recent surveys show that homes with fireplaces sell faster! And Donley is the builder's first choice for successful fireplace equipment. For over forty years, Donley has been the leader in the manufacture of metal components for successful fireplaces . . . fireplaces that when installed according to Donley plans assure trouble-free operation.

Dampers

Cleanout Doors

Ash Dumps

Send 75c today for the new 16th edition of Donley's "Book of Successful Fireplaces". Containing over 300 illustrations, this new 80-page book has complete step-by-step plans for building all types of fireplaces.

THE Donley BROTHERS CO.

13910 Miles Ave. Cleveland 5, Ohio

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Demand the Best by Name

Patented Dur-O-waL Sets the Pace for Reinforcing Quality and Performance

Masonry industry leaders throughout the nation hail butt-weld Dur-O-waL for performance, quality and economy. Masons prefer Dur-O-waL because it lays flat . . . works fast . . . handles easily.

The masonry industry prefers Dur-O-waL because it safeguards the beauty of masonry by providing both vertical and horizontal reinforcing in all types of masonry walls.

6 Reasons why Dur-O-waL is STRONGER, FASTER AT LESS COST

• **Mechanical Bond** every 8 inches of wall • **High Tensile Steel** (100,000 p. s. i.), shipped in convenient 10 foot lengths • **Double Mortar Lock** at each weld • **Electric Butt Welds** place all rods on a single plane • **Knurled Side Rods** lay straight and flat due to hardness of steel • **Trussed Design** causes side rods to work together.

Butt-Weld • Trussed Design

DUR-O-WAL®

the Backbone of Steel for EVERY masonry wall

GET ALL THE FACTS TODAY from the Dur-O-waL plant nearest you. Literature now available with new research data from independent tests. Request information today.

See our catalog in S or write for copy

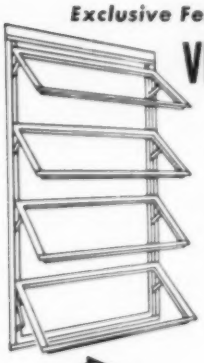
SYRACUSE 1, N.Y.	Dur-O-waL Products, Inc., Box 628
TOLEDO 5, OHIO	Dur-O-waL, Inc., 165 Utah Street
BIRMINGHAM 7, ALA.	Dur-O-waL Products of Ala. Inc., Box 5446
PHOENIX, ARIZ.	Dur-O-waL Div., Frontier Mfg. Co., Box 49
CEDAR RAPIDS, IA.	Dur-O-waL Div., Dept. 658, Cedar Rapids Block Co.

Ask us for more facts about

WINDOWS by VENTO

(STEEL OR ALUMINUM)

Exclusive Features in



VENTO Aluminum Awning Windows

AUTOMATIC LOCKING... No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT... VENTO alone keeps metal to metal contact plus metal to weatherstrip.

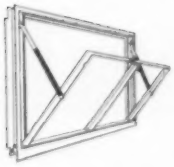
UNLIMITED ADJUSTMENT... Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR... Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION... Nylon roller blocks at all friction points permit finger tip operation.

VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.



VENTO Bonderized "Champion" Steel Basement Windows

Effortless operation gives any of three ventilation openings, or sash removal. Sturdy 14 gauge jamb fins for easy installation in block or poured concrete walls. An improved cam latch and slotted opening allow greater tolerance, insuring positive operation and latching under all conditions. Basement sash also made in Thrifty style in three standard sizes and in special sizes. Both Champion and Thrifty styles available in putty or puttyless glazing. For poured basement walls, window forms available for both Champion and Thrifty styles to suit individual specifications.

VENTO STEEL PRODUCTS CO., INC.
247 COLORADO STREET
BUFFALO 15, N. Y.

Please send further information on Vento Windows as checked.

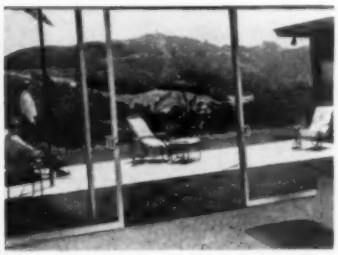
☐ AWNING TYPE ALUMINUM
☐ INDUSTRIAL AND COMMERCIAL
☐ STEEL CASEMENT
☐ STEEL BASEMENT
☐ FORMED STEEL LINTELS
☐ UTILITY

ARE YOU A ☐ BUILDER ☐ DEALER ☐ ARCHITECT

Name .....

Street .....

City and State .....



Aluminum sliding glass doors

Slide-View aluminum sliding glass doors feature type 6063-T5 aluminum alloy extrusions with corrosion-resistant Alumilite finish. They are weather-sealed on all 4 sides with continuous mohair weatherstripping.

▶ *Slide View Door and Window Co., Dept. AB, 521 No. La Cienega Blvd., Los Angeles, Calif. Booth No. 233—Hilton.*

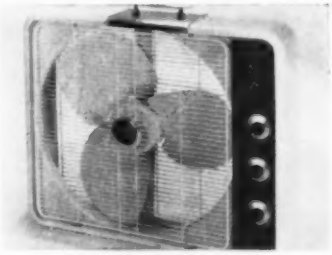
Check No. 1163 on reply card, p. 168.

House paint

SWP house paints are available in exterior velvet flat as well as regular gloss. With 91 new exterior colors to select from, the split pages of this Color Selector book help to choose the right go-together colors.

▶ *The Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., N.W., Cleveland, Ohio, Booth Nos. 515-516—Sherman.*

Check No. 1164 on reply card, p. 168.



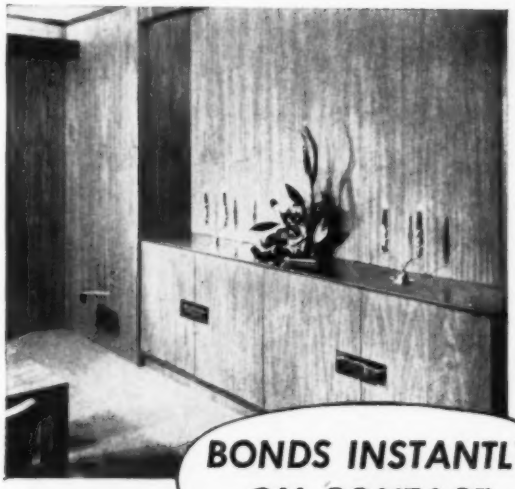
Cooling exhaust fans

The Ultra twenty has a sturdy all-welded steel frame with baked-enamel finish. The fan is electrically reversible with 3 speeds in each position. Thermostat starts fan and stops it automatically when desired.

▶ *The Lau Blower Co., Dept. AB, 2001 Home Ave., Dayton 7, Ohio. Booth No. 856-B—Coliseum.*

Check No. 1165 on reply card, p. 168.

EVEN ONE PANELED WALL HELPS SELL A HOUSE!



New cost-cutting installation method helps you add "sell" of paneled walls ...even to low cost housing!

WELDWOOD® CONTACT CEMENT PUTS UP PLYWOOD PANELS WITHOUT NAILS!

- Ends nail-setting, puttying and finishing nail holes!
- No change in plans . . . no special construction needed!
- Install plywood panels directly to studs or furring strips!
- Makes the use of *pre-finished* plywood more practical than ever!

Cash in on the increasing trend to paneled walls! The magic of Weldwood Contact Cement helps you! It's a revolutionary new concept in gluing that does away with clamps, presses, nails!

Weldwood Contact Cement is ready-to-use! In cans and drums at lumber yards, hardware and paint stores. If your dealer isn't yet stocked, write us for nearest source of supply.

New Way to Apply Micarta, Etc.
Weldwood Contact Cement is also the new improved way to apply plastic surfacing materials like Micarta to kitchen counters, bathroom and powder room surfaces, etc. Bonds equally sure on any base.

MAIL COUPON TODAY
for information on this new nail-less way to apply plywood paneling!

...AND FOR FINISHING PANELED WALLS, USE THESE WIZARDS WITH WOOD.

White Firzite® — for a modern "woodsy" pickled or blond finish. A "must" undercoater for fir plywood paint jobs.

Clear Firzite — for a smooth even finish on fir plywood stain jobs. Tames wild grain.

Satinlac® — for a rich satiny, natural wood finish. (See Sweet's Catalog for specifications.)

(See Sweet's Catalog for specifications.)

UNITED STATES PLYWOOD CORPORATION
Dept. 150, 55 W. 44th St., N. Y. 36, N. Y. AB 1-6

☐ Send me information about Weldwood CONTACT Cement.
☐ Send information on FIRZITE and SATINLAC.

Company_____
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NOW GET ALL THE FACTS ON AIR CONDITIONING FIRSTHAND... talk to your

CLIMATE MAN'S "see-it-yourself" demonstration kit gives you a real preview of air conditioning for any type of home you sell. Full-color transparencies show how Worthington residential units will look . . . how they'll fit. And actual tests made on parts of the unit—like coils and filters—demonstrate the quality and operation of Worthington equipment. Kit proves it's easy to make Worthington air conditioning the big sales feature of your homes.

WORTHINGTON Climate Man

His unique "see-it-yourself" demonstration shows you how easy it is to air condition <u>any</u> home

You can't escape it! Air conditioning is the *right* sales feature for any new home.

But, before you make room for it in your plans, talk to the Worthington CLIMATE MAN. His unique demonstration will give you facts and figures that make it easy to include a Worthington residential unit in every home you build.

No matter what type of home you offer, there's a water or air-cooled Worthington unit to help you sell it faster. For limited space, the CLIMATE MAN can show you the remarkable new add-on FLEXI-COOL—that comes in sections, goes anywhere—even in a closet. And you'll learn all about Worthington's Year-Round Air Conditioner—the unit that provides summer cooling and winter heat in one compact cabinet.

Before he's finished, the CLIMATE MAN will map out an actual installation for any home you wish, showing where the Worthington unit fits . . . and how it will look. And he'll wind up the demonstration by showing you key parts that make up these dependable Worthington units.

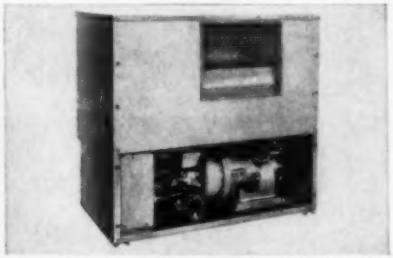
Don't miss this demonstration. It's the quickest and most complete answer to all your air conditioning questions. Call your Worthington dealer and make an appointment today. Worthington Corporation, Air Conditioning and Refrigeration Division, Section A.6.53-AB, Harrison, N. J. A.6.53

Sectional FLEXI-COOL units fit any home—anywhere. Blower, filters and cooling section come in one package or separate units to fit requirements of any installation, air or water-cooled.

Filter test demonstration dramatizes high efficiency of Worthington viscous-type throw-away filters. Condenser coils and exterior finish are also demonstrated.

New Year-Round Air Conditioner—more compact and better looking—heats in the winter, cools in summer. Optional air conditioning slides in like a drawer, can be added at any time.

More than 5 million home owners will read about the CLIMATE MAN in the *Post, House and Garden* and *Business Week*. Campaign helps you sell Worthington air conditioned homes.



Air-cooled air conditioner, designed for installation where water is at a premium, is completely electric. It operates without a drop of water—and keeps hottest homes pleasantly cool.

See the Worthington Exhibit at the National Association of Home Builders Show, Booth No. 890

WORTHINGTON

CLIMATE ENGINEERS TO INDUSTRY, BUSINESS AND THE HOME

Look for the Seal of the Worthington Climate Man

Brunch bar

This steel brunch bar offers space for working, eating and storing. Dimensions: 72" long, 21" wide and 26" high. Model X-151 lists at $122.35 (slightly higher in western states). Also offered with coppertoned finish.

▶ *American Kitchens Div., Avco Mfg. Corp., Dept. AB, Connersville, Ind. Booth Nos. 2, 3—Hilton.*

Check No. 1166 on reply card, p. 168.

Built-in range has griddle

Suburban's new built-in ranges and ovens are available in gas or electric. Griddle on range is easily removed to expose extra burner or element. When concealed by cover, griddle area provides working surface.

▶ *Samuel Stamping & Enameling Co., Dept. AB, Chattanooga 1, Tenn. Booth Nos. 782-783—Coliseum.*

Check No. 1169 on reply card, p. 168.

Hunter Package attic fans

The Hunter Package attic fan is a cooling and ventilating system in one compact unit available in 4 sizes. Delivers 5,000 to 16,000 cu. ft. of air per min. Features automatic ceiling shutter that fits narrow hallways.

▶ *Hunter Fan & Ventilating Co., Dept. AB, 400 S. Front St., Memphis 2, Tenn. Booth No. 130—Hilton.*

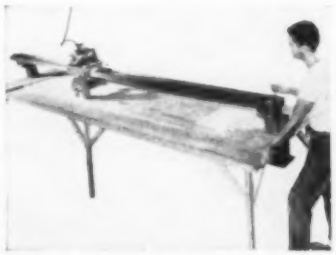
Check No. 1172 on reply card, p. 168.

Exposed beam pre-fabs

Shown is one of a number of sizes in the contemporary series of Style-rite homes, having exposed-beam construction, open planning with large rooms and closet areas. Also available: ranch designs.

▶ *Style-rite Homes Corp., Dept. AB, 659 Marion Rd., Columbus 7, Ohio. Booth No. 335—Hilton.*

Check No. 1167 on reply card, p. 168.



Power saw cuts large sheets

New power saw, Long-Kut, features Servi ball-bearing carriage which, with motor and saw blade, travels from one end to other on widely spaced chrome plated steel rails. Available in cutting lengths from 4' to 9'.

▶ *Servi Corporation, Dept. AB, 440 E. Water St., Constantine 1, Mich., Booth No. 859—Coliseum.*

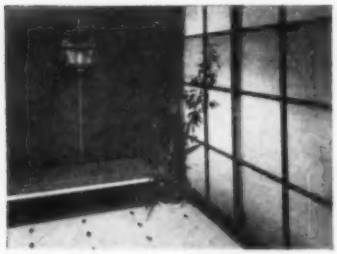
Check No. 1170 on reply card, p. 168.

BH&G Five-Star Home

Better Homes & Gardens Five-Star Plan Service is directed toward potential home buyers. Magazine offers promotion material; Five-Star catalogs, picturing homes and plans; building plans. Above: 5-Star Home 2509.

▶ *Better Homes & Gardens, Dept. AB, Meredith Publishing Co., Des Moines 3, Ia. Booth No. 203—Hilton.*

Check No. 1173 on reply card, p. 168.

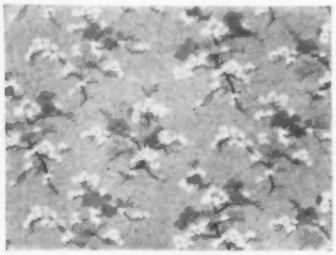


Durable multi-use material

Versatile Panelyte in flat-cut walnut pattern on walls suggests wood; same material in white may be used for benches, chairs. Translucent grass cloth vinyl-plastic sheets make attractive partitions.

▶ *Panelyte Div. St. Regis Paper Co., Dept. AB, 230 Park Ave., New York 17, N.Y. Booth Nos. 476-478—Sherman.*

Check No. 1168 on reply card, p. 168.



100 wall-covering patterns

SuperSANITAS' new collection of plastic wall coverings has 100 patterns, including Paris scenes, rural settings, new knotty pine, come pre-trimmed, 24" wide or in 48" decorator widths.

▶ *Standard Coated Products Inc., Dept. AB, Buchanan, N.Y. Booth No. 409—Sherman.*

Check No. 1171 on reply card, p. 168.

Balsam-Wool

New Balsam-Wool is available in time-saving 8' lengths eliminating costly measuring and cutting on the job. Offers greater reduction of heat and protects homes from moisture, wind infiltration. Money-back guarantee.

▶ *Wood Conversion Co., Dept. AB, First National Bank Building, Saint Paul, Minn. Booth Nos. 497, 498—Sherman.*

Check No. 1174 on reply card, p. 168.

One-piece water closets

Designed with horizontal hinge posts the No. 63 seat is made with a 7" center-to-center hinge spread. Made of solid Olsonite, the model has no cracks, seams, or joints, no sheet covering of any kind. More than 35 colors.

▶ *Swedish Crucible Steel Co., Plastics Div., 8561 Butler Ave., Detroit 11, Mich. Booth Nos. 229-231—Hilton.*

Check No. 1175 on reply card, p. 168.

Ventilating hoods

Two new models tilt for easier cleaning, are quickly removable. Combining fan, light and hood, models are designed for installation under cabinets over the kitchen range without sacrificing cabinet space.

▶ *Pryne & Co., Dept. AB, 142 North Towne Ave., Pomona, Calif. Booth No. 57—Hilton.*

Check No. 1178 on reply card, p. 168.

Arcadia steel doors

Steel doors are manufactured in all types and sizes. Intermediate sizes, both in width and height, are available in all types illustrated for stock doors up to 24' overall width and 8'4" height. Immediate delivery.

▶ *Arcadia Metal Products, Dept. AB, 301 South Acacia, Fullerton, Calif. Booth No. 503—Sherman.*

Check No. 1181 on reply card, p. 168.

Air-cooled condensing unit

Kooler-aire is remotely located and used in conjunction with a housed cooling coil. Unit consists of sealed compressor, motor, receiver and condenser coil. Copper tubing carries refrigerant.

▶ *U. S. Air Conditioning Corp., Dept. AB, Como Ave., Southeast at 33rd, Minneapolis, Minn. Booth Nos. 726-727—Coliseum.*

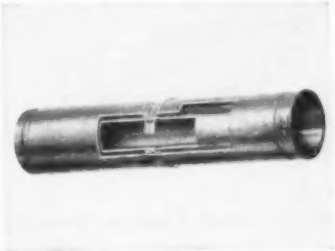
Check No. 1176 on reply card, p. 168.

Sliding-door unit

The JELCO sliding door unit allows 8 additional feet of usable floor and wall space. Nylon rollers need no lubrication. Track and hangars are hidden by metal valance. Available in paint, stain-grade gum, lauan, birch.

▶ *Jenkins Lumber & Mfg. Co., Dept. AB, 4120 First Ave., South, Birmingham, Ala. Booth No. 785—Coliseum.*

Check No. 1179 on reply card, p. 168.

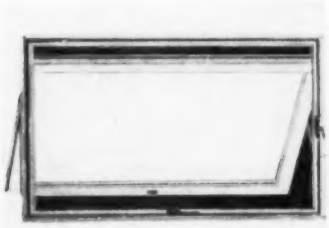


Insulated gas-vent pipe

The RV Metalbestos, a double-wall insulated gas-vent pipe, is a new venting system with a complete line of round fittings in all commonly-used sizes. It is designed to withstand severe abuse and is lightweight.

▶ *William Wallace Co., Metalbestos Div., Dept. AB, Old County Rd., Belmont, Calif. Booth No. 363—Hilton.*

Check No. 1182 on reply card, p. 168.



Crank-operated awning units

These awning units stack one upon another or side by side, can form any combination of fixed and ventilating sash. Operating sash, crank-operated, open to 90°, available in 6 sizes; fixed sash in 3 sizes.

▶ *The Silcrest Company, Dept. AB, 100 Thomas Street, Wausau, Wisc. Booth Nos. 573-574—Sherman.*

Check No. 1177 on reply card, p. 168.

Tub enclosure easily set up

BEAUTI-DOR tub enclosures can be installed on any 3½' to 5½' recessed wall-to-wall tub in about 30 min. Made of rust-proof aluminum and double-thick translucent glass, can be set up any time during home's construction.

▶ *BEAUTI-DOR Div., Shower Enclosures, Inc., Dept. AB, 4723 No. Pulaski, Chicago, Ill., Booth No. 511—Sherman.*

Check No. 1180 on reply card, p. 168.

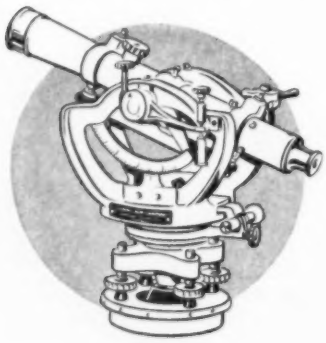
Empire homes

Empire Homes have exterior walls built up of 2x4 studs 16" o.c. with 5/16" plywood sheathing. Interior partitions are factory built. Roof structure is made up of clear-span trusses. Scheirich Kitchen or American Kitchen.

▶ *Empire Homes Sales Inc., P.O. Box 35, Sta. H, Dept. AB, Louisville, Ky. Booth No. 786—Coliseum.*

Check No. 1183 on reply card, p. 168.

You Can't Miss With A WHITE



Universal Level-Transit

everything you could ask for in a transit

Whatever you're looking for in a transit . . . look no further . . . WHITE'S got it . . . and in good measure! More than 40 years of know-how assure you of ACCURACY . . . to within 5 minutes on the vernier. SIMPLICITY . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. DURABILITY . . . built for rough going, winter or summer and for years on end. PRICE . . . model 3000 complete with tripod for only $199.50* is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.

DAVID WHITE COMPANY

. . . manufacturers of fine optical instruments that engineers, surveyors, meteorologists and navigators have regarded as standard for more than 40 years.

*Prices subject to change without notice.

Do you want ALL the details? MAIL THIS COUPON TODAY.

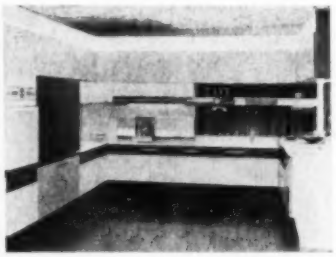
DAVID WHITE COMPANY—Dept. 156
301 W. Court St., Milwaukee 12, Wisconsin

Yes, I'd like full details and prices on DAVID WHITE instruments and name of nearest dealer.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

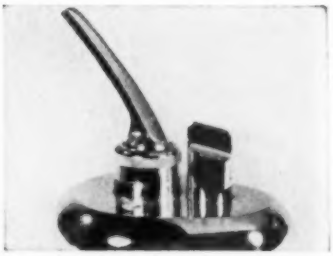


Frigidaire Holiday kitchen

This new kitchen has a complete complement of work-saving appliances. Among these are the French door wall oven, a 10½ cubic-foot Panoramic refrigerator and 6 cu. ft. drawer freezer located below.

▶ *Frigidaire Div., G.M. Corp., Dept. AB, 300 Taylor St., Dayton, Ohio. Booth Nos. 172, 173, 176-180, 197-202—Hilton.*

Check No. 1184 on reply card, p. 168.

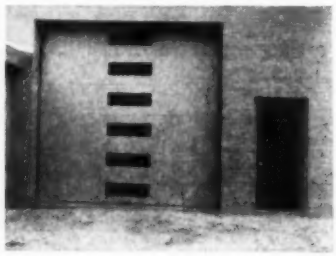


Single-handle mixing valve

The Moen 200B lets user regulate water volume and temperature with the same valve. Installation is the same as for conventional faucets and valves. Price: approximately $26.60, depending upon location.

▶ *Moen Valve Co., Div. Revenna Metal Products Corp., Dept. AB, 6518 Ravenna Ave., Seattle 15, Wash. Booth No. 552—Sherman.*

Check No. 1187 on reply card, p. 168.



OVERdoor sections

Weather-King flush section is honeycomb core with hardboard adhesive bonded to the core, and aluminum channels bonded over edge of facing. Impregnated against moisture and decay. Bonding adhesives resist oil, moisture.

▶ *Barber-Colman Co., Dept. AB, Clifford Ave., Rockford, Ill. Booth Nos. 189-190—Hilton.*

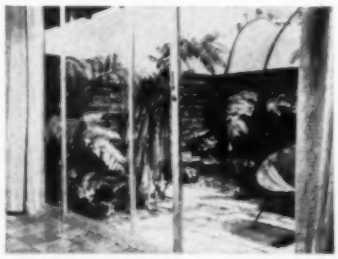
Check No. 1185 on reply card, p. 168.

Ceramic-on-steel tile

A true ceramic-on-steel tile at cost less than clay tiling was announced by Veos Tile. The new "Starfire" tile is installed directly on dry-wall, is guaranteed against cracking, crazing and color fading. All colors available.

▶ *Veos Tile Div., Porcelain Enamel Products Corp., Dept. AB, Rehoboth, Mass. Booth Nos. 458, 459—Sherman.*

Check No. 1188 on reply card, p. 168.



Glass sliding doors

Two aluminum sliding glass door models by Sun Valley are offered for either deluxe or low-budget installations. Both are of heavy extruded aluminum, with full jambs and full weatherstripping.

▶ *Sun Valley Sliding Door Co., Dept. AB, 8354 San Fernando Rd., Sun Valley, Calif. Booths 468, 469—Sherman.*

Check No. 1186 on reply card, p. 168.

Prefabricated fireplace

Vega Industries, Inc. have a prefabricated fireplace eliminating need for masonry. The "Uni-bilt" fireplace can be installed in 4 to 6 manhours, can be mounted flush or recessed. Outer shell is steel, with ceramic firebox.

▶ *Vega Industries, Inc., Uni-bilt Division, Dept. AB, Syracuse 3, N.Y. Booth Nos. 508, 509—Sherman.*

Check No. 1189 on reply card, p. 168.

A few years ago his firm was kept pretty busy by its regular customers. So one day he decided, "We've got all the business we need—why look for more?"

Today he's out of business. He just wasn't aware of this vital statistic: 15% of most firm's customers turn over each year. Multiply this by 7 and see what can happen.

It's downright risky to count on today's customers for tomorrow's business. Few can afford to stop adding new customers on a *regular* basis. But first you have to find them . . . and that's where Dodge Reports come in.

Dodge Reports tell you all you need to know about potential new customers—right in your own territory. These daily reports give you their names, show what they're in the market for, tell where to reach them and when to see them to close the business.

These people are going to be customers for someone . . . why not for you?

We'd like you to see some Dodge Reports covering construction in whatever area you do business—and will include our new booklet telling how men in your line use Dodge Reports to land profitable new customers.

Just mail the coupon *today*. No obligation, of course.

F. W. DODGE CORPORATION
Construction News Division

Timely, accurate, daily construction news service in the 37 eastern states

Dept. AB156, 119 West 40th St., New York 18, N. Y.

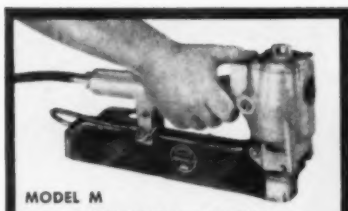
Please let me see some typical Dodge Reports on current selling opportunities in my marketing area. Our stake in the business is in—

☐ House construction ☐ General Building (not houses) ☐ Engineering construction

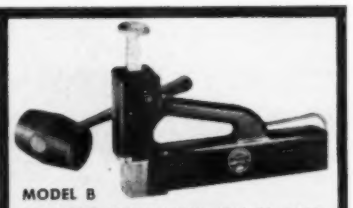
Name_____

Company_____

Address_____



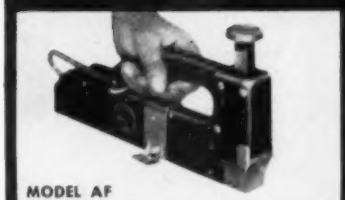
MODEL M
PUSH BUTTON—AIR DRIVE
Dependable pneumatic Spotnailer drives heavy gauge staples or pins in lengths up to 1¼ inches at high speed.



MODEL B
STANDARD HEAVY DUTY—MALLET DRIVE
For driving longer heavy-gauge staples and pins.
Magazine holds up to 200 fasteners.

SPOTNAILERS
For Faster - Lower Cost
NAILING
and PINNING!

NAIL Roofing Sheathing, Sidewall Sheathing and Panelling, Sub-Flooring, Floor Underlayment, Shingles, Lath, etc.



MODEL AF
STANDARD MALLET DRIVE SPOTNAILERS
Extremely dependable, medium duty machine widely used for fastening millwork, floor underlayment, etc.

MODEL P
HIGH VELOCITY AIR DRIVE
Well balanced tool speeds fastening operations with a minimum of operator fatigue.

Your Spotnail Man can help you solve tough fastening problems. Call him now.

SPOTNAILS, INC. Evanston 6, Ill.

For Home Heating and Hot Water...

Why Use Two Units when One will do better?

only

Metropac

WARM AIR FURNACES
with exclusive
BUILT-IN METRO-FIN HOT WATER
supply unit

can provide all these benefits

- ★ Winter air conditioning with humidified filtered circulating warm air.
- ★ Year 'round domestic HOT WATER supply.
- ★ All season air conditioning with built-in hot water supply.
- ★ One Unit money-saving installation.
- ★ One Unit compactness to save space.
- ★ One Unit operation with any fuel — oil or gas.
- ★ Dependable — long-life — trouble-free operation . . . available in capacities for any size home.

WRITE TODAY FOR FULL INFORMATION!
Distributorships available in some territories

There's a METROPAC For Every Need!

METROMATIC MFG. CO.
15 Winchester Street Medford, Mass.

Indestructible tile

Vikon metal tile, properly installed, will weather the toughest treatment, as demonstrated in the picture above, which shows a kitchen ravaged by recent hurricane floods in Penna. The tile came through without damage.

▶ *Vikon Tile Corp., Dept. AB, Washington, N.J. Booth Nos. 320-322—Hilton.*

Check No. 1190 on reply card, p. 168.

Packaged masonry chimney

A packaged masonry chimney combining economy of price, conventional brick "above-the-roof" appearance and cement-asbestos housing was developed by Van-Packer Corporation. Tile liner withstands 2,100° F.

▶ *Van-Packer Corp., Dept. AB, Bettendorf, Iowa. Booth Nos. 150, 151—Hilton.*

Check No. 1191 on reply card, p. 168.

Cooking ventilation hood

Vent-A-Hood's new model, designed especially for cooking-island counters is 10" deep, 48" long, 26" wide, and features built-in 18" fluorescent lighting. Available in 5 metallic tones and in any gloss enamel.

▶ *Vent-A-Hood Co., Dept. AB, 1907 Plantation Rd., Dallas 19, Tex. Booth Nos. 818, 819—Coliseum.*

Check No. 1192 on reply card, p. 168.

Gives builders MORE FOR THE DOLLAR *by far*

Much more in glamor, design, features too! Welbilt-In brings you the 'new look' that helps close sales quickly. It's the stand-out luxury built-in range designed to fit quickly and economically into all standard kitchen cabinets. *Nobody knows builders' requirements better than Welbilt.* From Maine to California, with big and small builders, Welbilt outsells all other ranges.

WELBILT-IN—YOUR CHOICE OF GAS OR ELECTRIC WITH IDENTICAL DIMENSIONS

Approved by American Gas Association for use with Natural, Manufactured, LP Gas

Wall oven-broiler—Easily placed at the height most convenient for no-stoop, easy reach broiling and baking. • Luxurious exterior finish in satin chrome or new "coppertone" porcelain enamel to match every custom kitchen decor. • Kleer-Vue Oven Window and Light, electric clock, 4-hour minute minder.

Dimensions: Gas and Electric Oven-Broiler Height 37½" • Width 20⅜" • Depth 23¼"

Counter cooking unit—Choice of 2 burner units or space saving cluster of 4. • Luxurious satin chrome finish to complement every counter top and cabinet. • Easy to clean. Removable drip pans . . . designed to catch spill-overs.

Dimensions: Gas and Electric Top Cooking Unit 2 burner unit cutout 18½" x 12¼"

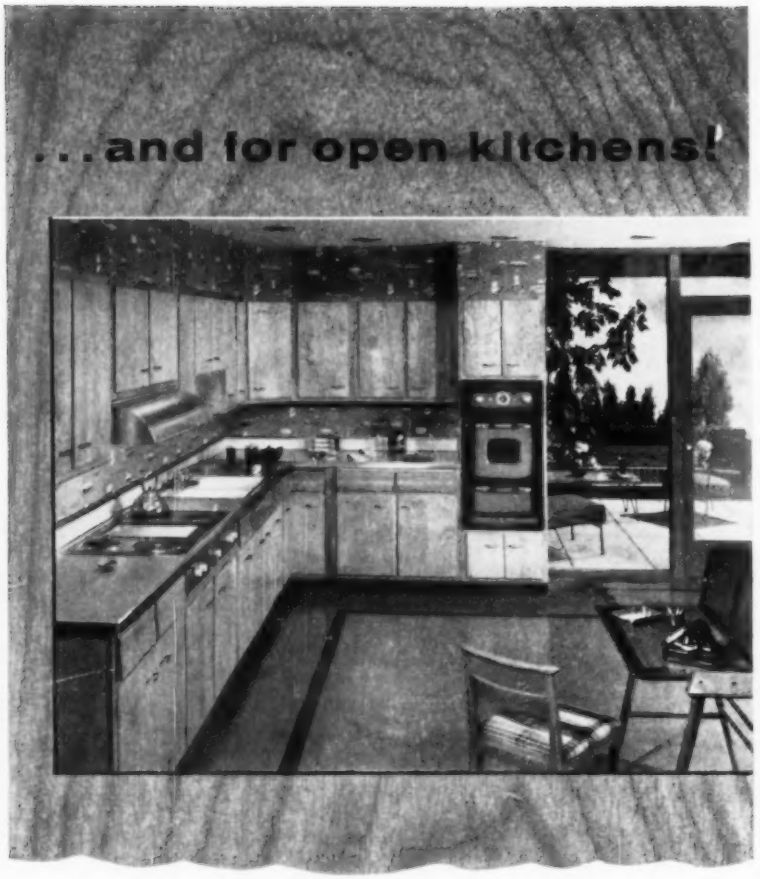
AMERICA'S LARGEST RANGE SUPPLIER TO THE BUILDING INDUSTRY

Write For Full Details: Welbilt-In Division MB, Welbilt Corporation, Maspeth 78, N.Y. Builder's Models start at $132.50 complete.

Welbilt CORPORATION

Manufacturers of Welbilt Gas Ranges, Electric Ranges, Air Conditioners; Detroit-Jewel Gas Ranges, Electric Ranges, Gas Incinerators; A-B Gas Ranges, Electric Ranges, Gas Incinerators Garland Commercial Cooking Equipment.

EXECUTIVE OFFICES AND EASTERN MFG. DIV., MASPETH, L.I. N.Y.; MIDWEST MFG. DIV., DETROIT, MICHIGAN



Scheirich

Bronzeglow Birch

Cabinets

finished as fine furniture

on display at the Coliseum,

SPACE 780-781, January 22nd to 26th,

NAHB Convention and Exposition

NATIONAL INSTITUTE OF WOOD KITCHEN CABINETS

WOOD FOR ENDURING *beauty*

H. J. SCHEIRICH CO.

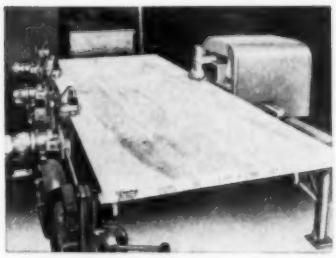
LOUISVILLE 9, KY.

Better bathroom living

Wasco has 2 new bathroom products of acrylic plastic. Airdome is a plastic bubble skylight, opened and closed by hand-operated chain. Showerwall makes bathtub into stall shower, is lightweight, strong, shatterproof.

▶ *Wasco Products, Inc., Dept. AB, Bay State Rd., Cambridge 38, Mass. Booth No. 366.—Hilton.*

Check No. 1193 on reply card, p. 168.



"Ready-to-hang" doors

A new machine developed by Young Door Co. prepares a flush door to receive lock and hinges at the rate of one door per minute. According to the company, this will result in considerable savings in installation costs.

▶ *Young Door Co., Dept. AB, 2024 Guardian Bldg., Detroit 26, Mich. Booth Nos. 417, 418—Sherman.*

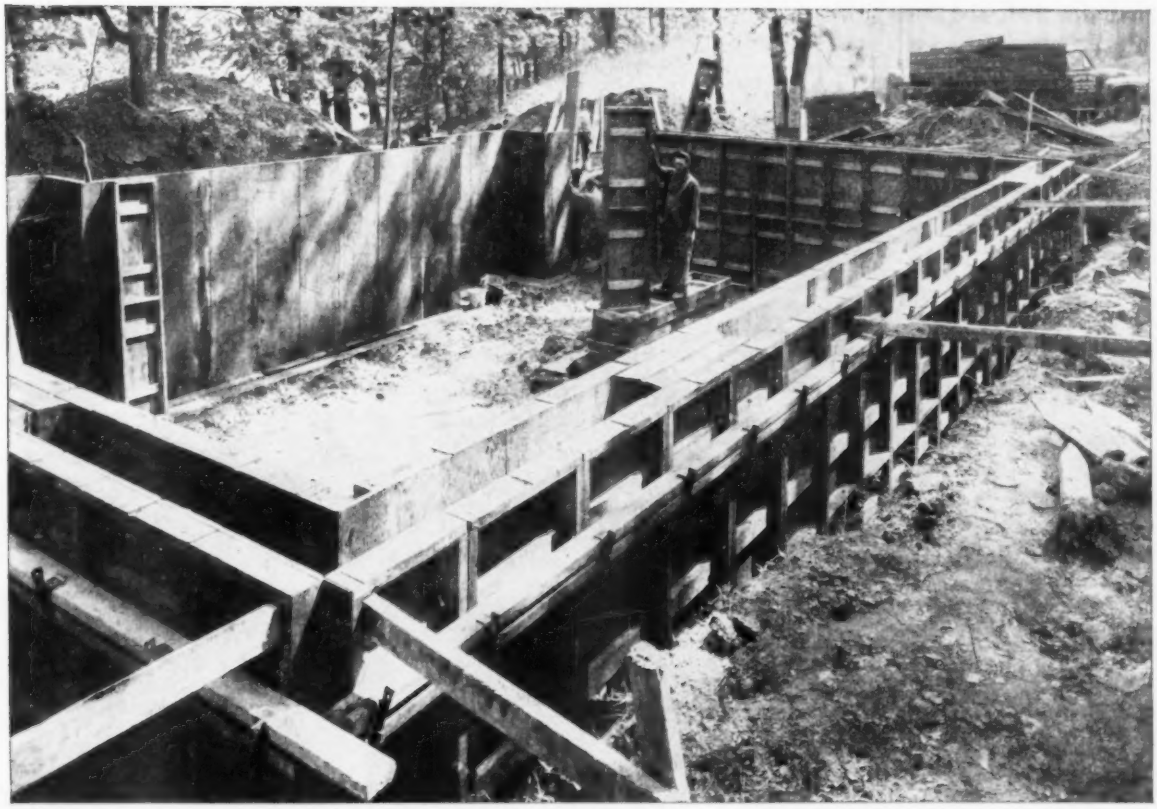
Check No. 1194 on reply card, p. 168.

Overlaid fir siding

Overlaid exterior fir plywood siding provides a paint base giving protection against grain raise and checking, has a resin-impregnated fiber surface and is bonded with 100 per cent waterproof glue.

▶ *Douglas Fir Plywood Assoc., Dept. AB, 1119 A. St., Tacoma 2, Wash. Booth No. 37—Hilton.*

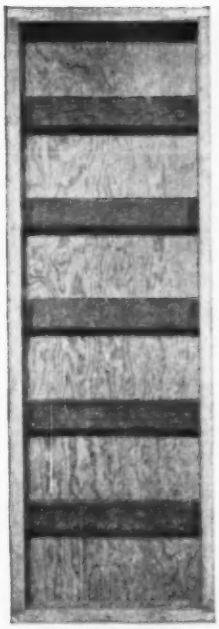
Check No. 1195 on reply card, p. 168.



"CHAMP" Forms with cross members on 24" centers, being erected for house foundation in Skokie, Illinois. Contractor, Harding Bros., Northbrook, Illinois

New Design Lowers Form Costs

It's SYMONS New "Champ" Form



"CHAMP" Form Panel
Cross members on 12" centers

Rail Plates

JUST 3 PIECES

Connecting Bolt

2-Way Form Tie

Tightening Wedge

The new Symons "CHAMP" Form brings to the builder an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Although designed for light, commercial and residential construction, contractors report the "CHAMP" is equally satisfactory for use on high pours.

CONSTRUCTION FEATURES—The panel has a 2 x 4 frame with 2 x 4 cross members that lay flat against ¾" plywood face. The cross members are placed on 12" or 24" centers depending on whether forms are to be used for residential or commercial construction. Pressure against form is transmitted directly to tie through rail plates which are located at each end of cross members and attached to frame.

INTERCHANGEABLE FEATURE—"CHAMP" Forms are made in the same sizes as Symons Standard Panel Forms—2 ft. wide, and 4', 6' or 8' long. Special sizes will be made to order. The hardware and ties used on Symons Standard Panel Form are also used on the "CHAMP" form. This makes it possible to use Symons Standard and "CHAMP" Forms interchangeably.

"CHAMP" Forms may be rented with purchase option—all rentals to apply on purchase price.

Symons

SYMONS CLAMP & MFG. CO. Dept. A-6
4261 Diversey Avenue, Chicago 39, Illinois

Please send additional information on the new "CHAMP" Form.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

DESIGNED for rugged duty

New Model 40-F is the ultimate in convertible Wye levels. Expert new design makes it easier to use, faster to set up, offers special new accuracy checks. This new convertible 40-F is so sturdily constructed that it is almost indestructible. New cast brass telescope, cast brass one-piece level bar and circle cover, steel center, covered leveling screws and heavy tripod plate, offer a lifetime of service. Every design factor has been especially studied to be sure that the Warren-Knight 40-F is the buy of a lifetime. Why not get the full facts on this startling new instrument? We'll send FREE Bulletin F-61 upon request.

10 DAY FREE TRIAL
So sure are we of your reception to this magnificent new instrument that we offer it FREE for 10 days trial. No strings. No cost attached.

Write for FREE Bulletin F-61. Get the full facts.

WARREN-KNIGHT
136 North 12th St., Philadelphia 7, Pa.

YOU'RE IN...
through the
ESCO ..*sliding* **DOOR**

...the perfect Prefabricated Closet Door for homes, institutions, commercial buildings

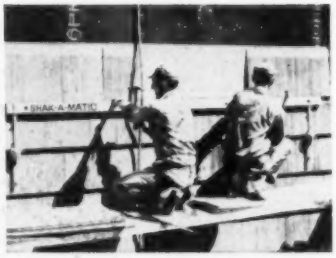
Installs In 20 to 30 Minutes Packed Complete In One Carton With All Necessary Hardware

Novoply Core with Natural Birch Veneer Face or Plain Novoply

Also—ESCO sliding door **HARDWARE— NOW AVAILABLE.** Purchase ¾" doors in your own area!
Top Quality ESCO hardware, nylon ball bearing hangers and guides, bronze hammer coated steel door edge channels and extruded aluminum double track (one piece up to 16 feet long) NOW AVAILABLE to assure you guaranteed warp-proof and silent trouble-free 2, 3, and 4 door installations.

Write for additional information and prices

ESCO
550 McNEILLY ROAD
PITTSBURGH 16, PA.
Dealers and Distributors Wanted



Straight shakes in a shake!

The Shak-A-Matic, an easy to operate, automatic course aligner, eliminates stapling of undercourse and use of a story pole, can be used with either shake or insulation board undercourse. Labor cost savings: 32.5 per cent.

▶ *Olympic Stained Products Co., Dept. AB, 1118 Leary Way, Seattle 7, Wash. Booth No. 855-B—Coliseum.*

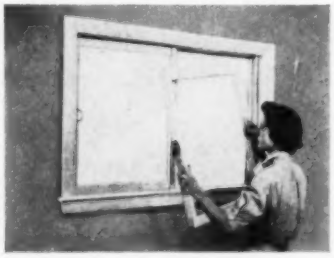
Check No. 1196 on reply card, p. 168.

Amana freezer-refrigerator

This new freezer-refrigerator features the upper half as a full, family-size refrigerator and the lower half as an upright freezer that holds 297 lbs. of food. The 12" deep refrigerator door contains 6 special removable features.

▶ *Amana Refrigeration, Inc., Dept. AB, Amana, Iowa. Booth No. 892—Coliseum.*

Check No. 1199 on reply card, p. 168.



Sliding window units

E-Z-Float removable sliding window units are available in singles, twins and triples, completely weatherstripped and removable from inside. Top weatherstrip has tubular track for side movement. Made of Ponderosa Pine.

▶ *Roach & Musser Co., Dept. AB, Muscatine, Ia. Booth Nos. 459, 560—Sherman.*

Check No. 1197 on reply card, p. 168.

Harnischfeger home

This 26x36' Cody home, one of 7 basic floor plans, is available in either slab, crawl space or basement models. Sizes range from 26x32x40'. "Major Circle" floor plan allows direct access to bath from both kitchen and bedrooms.

▶ *Harnischfeger Homes, Inc., Dept. AB, 500 No. Spring St., Port Washington, Wis. Booth No. 13—Hilton.*

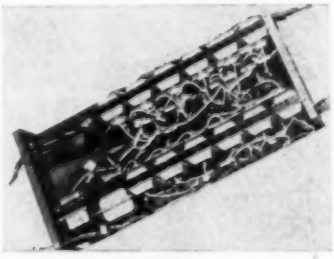
Check No. 1200 on reply card, p. 168.

Pic-A-Dor cabinets

Pic-A-Dor offers a standard-sized steel cabinet with gliding doors in a choice of decorative materials. Also available without doors, but fitted with grooves and runners for custom-made sliding doors.

▶ *Tracy Kitchens, Dept. AB, 3125 Preble Ave., P. O. Box 1137, Pittsburgh, Pa. Booth Nos. 118, 119—Hilton.*

Check No. 1198 on reply card, p. 168.



Pre-wired switch system

Touch-Plate switch systems have a pre-wired relay control unit, operated remotely from their pilot-lighted master panel. Touch-Plate lets homeowners turn lights on, off at a touch or control all houselights from a master panel.

▶ *Touch-Plate Mfg. Corp., Dept. AB, Box 1970, Long Beach 1, Calif. Booth No. 155—Hilton.*

Check No. 1201 on reply card, p. 168.

"Alfol Insulation adds a big sales feature at no extra cost: superior summer comfort"

"In Cincinnati," writes homebuilder Joseph J. Robers, Jr., "superior summer comfort is a feature that buyers really look for. By using Alfol Reflective Insulation, we have it. This adds substantially to our sales story . . . yet adds nothing extra to our costs!"

The "Cool Feel"

As Mr. Robers knows, Alfol provides effective protection against winter heat loss and delivers a substantial "bonus" in summertime efficiency. It actually makes a difference your prospects will notice! We call it the "Cool Feel."

601

The original reflective insulation blanket, Alfol consists of multiple aluminum foil sheets that space themselves automatically, reflect 95% of all radiant heat. Application is fast, easy, almost foolproof. Kraft and duplex backing adds extra support, provides your FHA-required positive vapor barrier.

Free data book

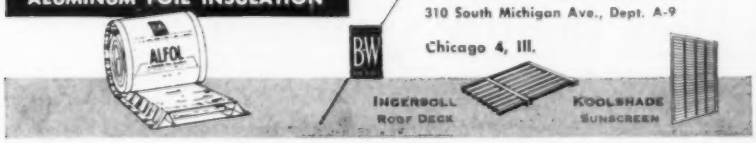
Why not send today for a free copy of the new 24-page Alfol data book. Learn how you can add greater summer comfort to your sales package . . . with the Alfol "Cool Feel."

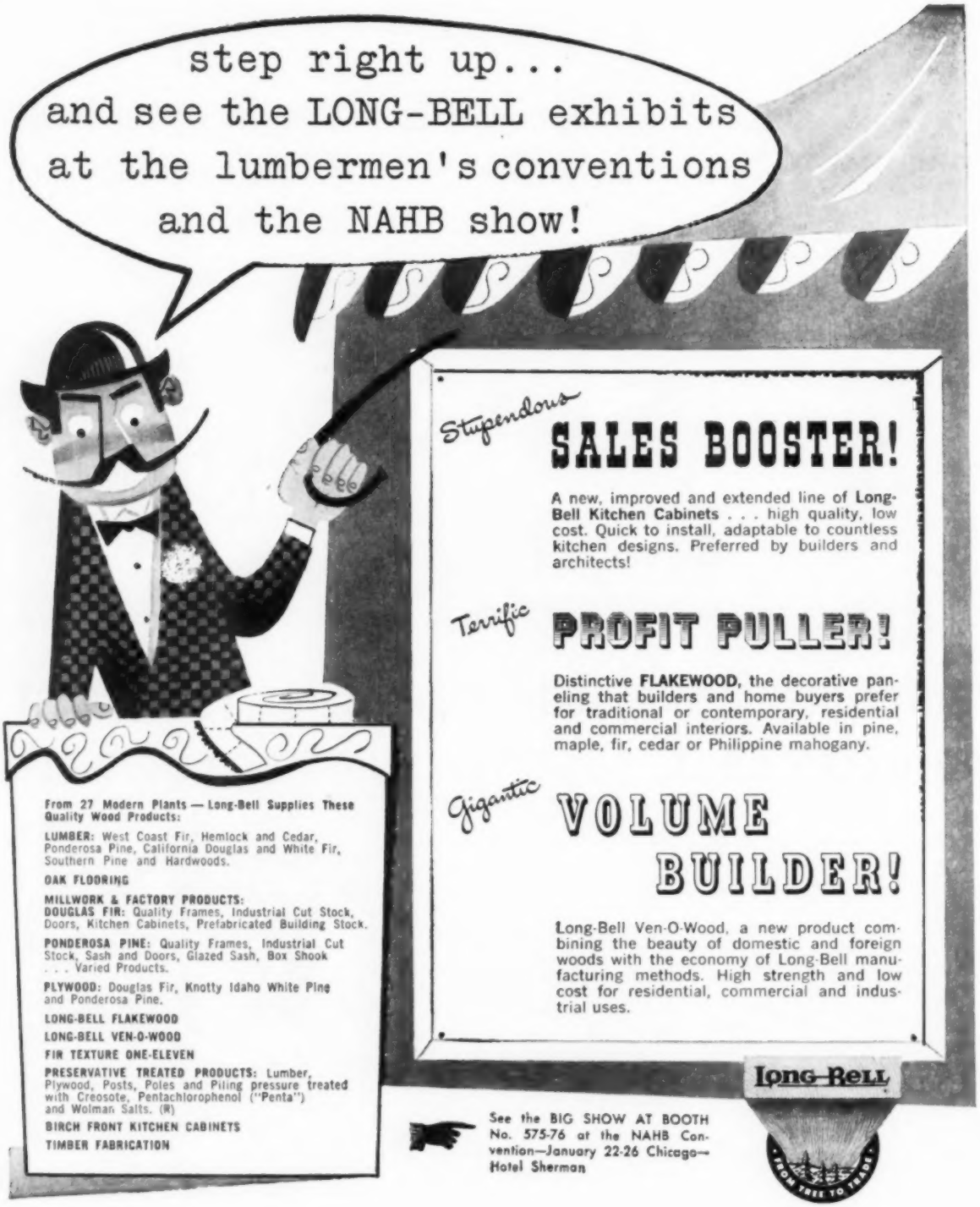
Let the Alfol "Cool Feel" help sell your homes

- Prospective home buyers have been reading about the Alfol "Cool Feel" in LIFE (Dec. 19), SATURDAY EVENING POST (Dec. 24), NEWSWEEK (Dec. 19), TIME (Dec. 5) and U.S. NEWS & WORLD REPORT (Dec. 30).
- Learn about the "Cool Feel" firsthand at the Home Builders' Show in Chicago. Look for Alfol Reflective Insulation at the giant Borg-Warner display, booth no. 712-720 at the Chicago Coliseum.

ALFOL
ALUMINUM FOIL INSULATION

REFLECTAL CORPORATION
A subsidiary of Borg-Warner Corp.
310 South Michigan Ave., Dept. A-9
Chicago 4, Ill.





The Long-Bell Lumber Company

Established 1875 — Kansas City 6, Mo.

DIVISIONAL OFFICES

EASTERN DIVISION—KANSAS CITY, MO. WESTERN DIVISION—LONGVIEW, WASH.

Panelfold doors

Panelfold doors fit any opening. 3½" solid wood panels merge with color-matched or harmonizing connectors of vinyl. Overhead "Hush Glide" travels on Nylon wheels to retract 6 running ft. of closure into a single foot.

▶ *Panelfold Doors, Inc., Dept. AB, 122 June St., Dayton, Ohio. Booth No. 359—Hilton.*

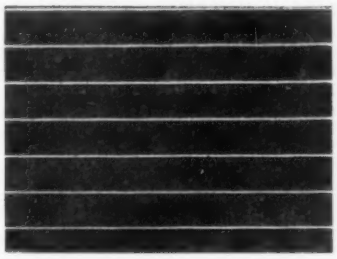
Check No. 1202 on reply card, p. 168.

Double-hung steel windows

Series 138 double-hung steel windows feature all-steel construction, that insure a weathertight fit. The window is electro-galvanized, bonderized, and given a baked-on prime coat of paint. Won't rattle, warp, stick, rot.

▶ *Truscon Steel Div., Republic Steel Corp., Dept. AB, Youngstown 1, Ohio. Booth Nos. 5, 6, 7—Hilton.*

Check No. 1205 on reply card, p. 168.



New Presdwood pattern

Masonite Panelgroove is a 3/16" tempered Presdwood, has ⅜" wide and 1/10" deep grooves, which appear 4" o.c. Available in 4x8 panels or any combination cut from 16' panel; 48¾ width allows for joints; about 25¢ sq. ft.

▶ *Masonite Corp., Dept. AB, 111 W. Washington, Chicago 90, Ill. Booth Nos. 30, 31—Hilton.*

Check No. 1208 on reply card, p. 168.

Electric built-ins

Visual door electric oven in lustre-glow copper porcelain finish is designed for either in-wall installation or is stackable on any 24"x28" cabinet base. Ovens have "Balanced-Heat," automatic electric clock.

▶ *Globe American Corp., Dept. AB, 1124 Merchandise Mart Plaza, Chicago, Ill. Booth No. 862—Coliseum.*

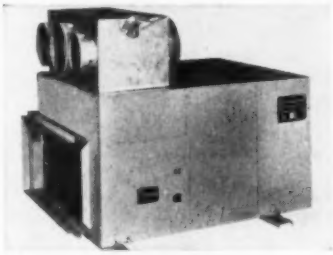
Check No. 1203 on reply card, p. 168.

Intercom system

Talk-A-Radio, a combination radio receiver and home intercom system, has 1 master control unit and 5 speaker units or remote control stations. Talk-A-Radio is easily installed, is UL approved.

▶ *Talk-A-Radio, Dept. AB, P.O. Box 11721, Dallas, Texas. Booth No. 307—Coliseum.*

Check No. 1206 on reply card, p. 168.



Cools 17,500 Btu/hr.

The new 150 ACS (1½ ton) air-conditioning unit made by Day & Night has a cooling capacity of 17,500 Btu/hr. The unit requires the smallest possible installation area with its 33x25x18' dimensions.

▶ *Day & Night Div., Carrier Corp., Dept. AB, 700 Royal Oaks Dr., Monrovia, Calif. Booth No. 840—Coliseum.*

Check No. 1209 on reply card, p. 168.

Wood awning window

"Type H" window features all hardware enclosed in the jambs and sill eliminating all exposed operating mechanisms. Glass is bedded in putty with wood glazing bead eliminating putty problems.

▶ *Gate City Sash & Door Co., Dept. AB, 15 S.W. Third Ave., P.O. Box 901, Fort Lauderdale, Fla. Booth No. 56—Hilton, and 523—Sherman.*

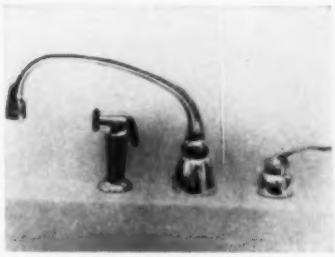
Check No. 1204 on reply card, p. 168.

Cape Cod shingle siding

Manufactured from #1 edge grain red-cedar Perfection shingles, Cape Cod Shingle Siding is re-edged and rebutted for fast, close, fits. Individual shingles are 18" long and random width. Has linseed oil prime coat.

▶ *Capilano Timber Co. Ltd., Box 608, Dept. AB, Vancouver, B.C., Canada. Booth No. 768—Coliseum.*

Check No. 1207 on reply card, p. 168.



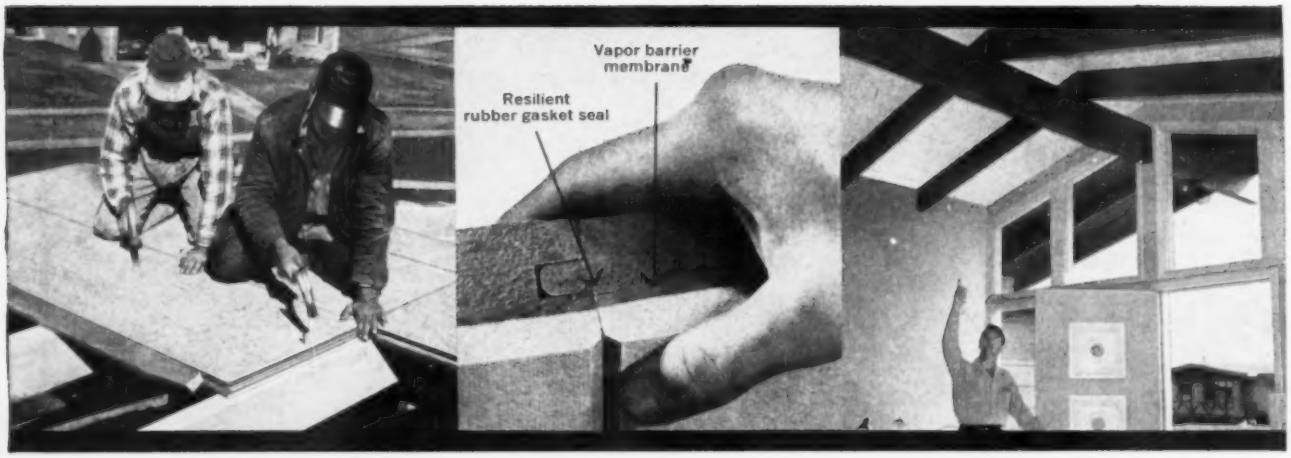
Single-handle faucet

With a single motion of one hand, Gyro single-handle faucets give temperature and flow wanted. Removable Twin-Dish and UniDish provide handy place for soap. Faucets are drip proof with no washers to wear out.

▶ *Gyro Brass Mfg. Corp., Dept. AB, 51 Urban Ave., Westbury, L.I., N.Y. Booth No. 495—Sherman.*

Check No. 1210 on reply card, p. 168.

Open-beam design Roof Deck saves



It's Roof Deck . . . comparable insulation to 2" wood deck plus 1" fiberboard. Made in 2'x8' panels, easy to lift and handle. Cuts application time as much as 45%. Eliminates need for separate roof boards, insulation, lath and plaster and ceiling finishing.

It's insulation with vapor barrier . . . meets heat loss requirements for roof and ceiling in any climate. The built-in vapor barrier ends all worries about condensation. Absorbs sound better than wood or plaster. Remarkably tough, withstands roof-top traffic during construction.

And finished ceiling . . . interior ceiling of this Ray Hunke house shows how underside of Insulite Roof Deck requires no further finishing. White, flame-resistant surface is applied at factory. Lay Roof Deck over pre-finished beams and ceiling is done.

N. A. H. B. Convention
Stop in and see us, booth 116-117, Hilton Hotel

sells fast...Insulite up to $25 per sq.

"Buyers sure like high beamed ceilings," says Ray Hunke, successful young Wichita builder. "They regard them as a touch of real luxury. Yet with Insulite Roof Deck, I can actually beat conventional construction by about $15 per square. And compared with other open-beam methods, Insulite Roof Deck saves me $20 to $25 per square—that's $275 on a small home."

Hunke has now built and sold more than 600 homes—thanks, in large part, to his own smart design ideas. The trim, handsome home below features his highly popular exposed beam construction.

Want complete information on this modern roof-and-ceiling method? For easy-to-follow details, cost-comparison sheets and pictures, write Insulite, Minneapolis 2, Minn.

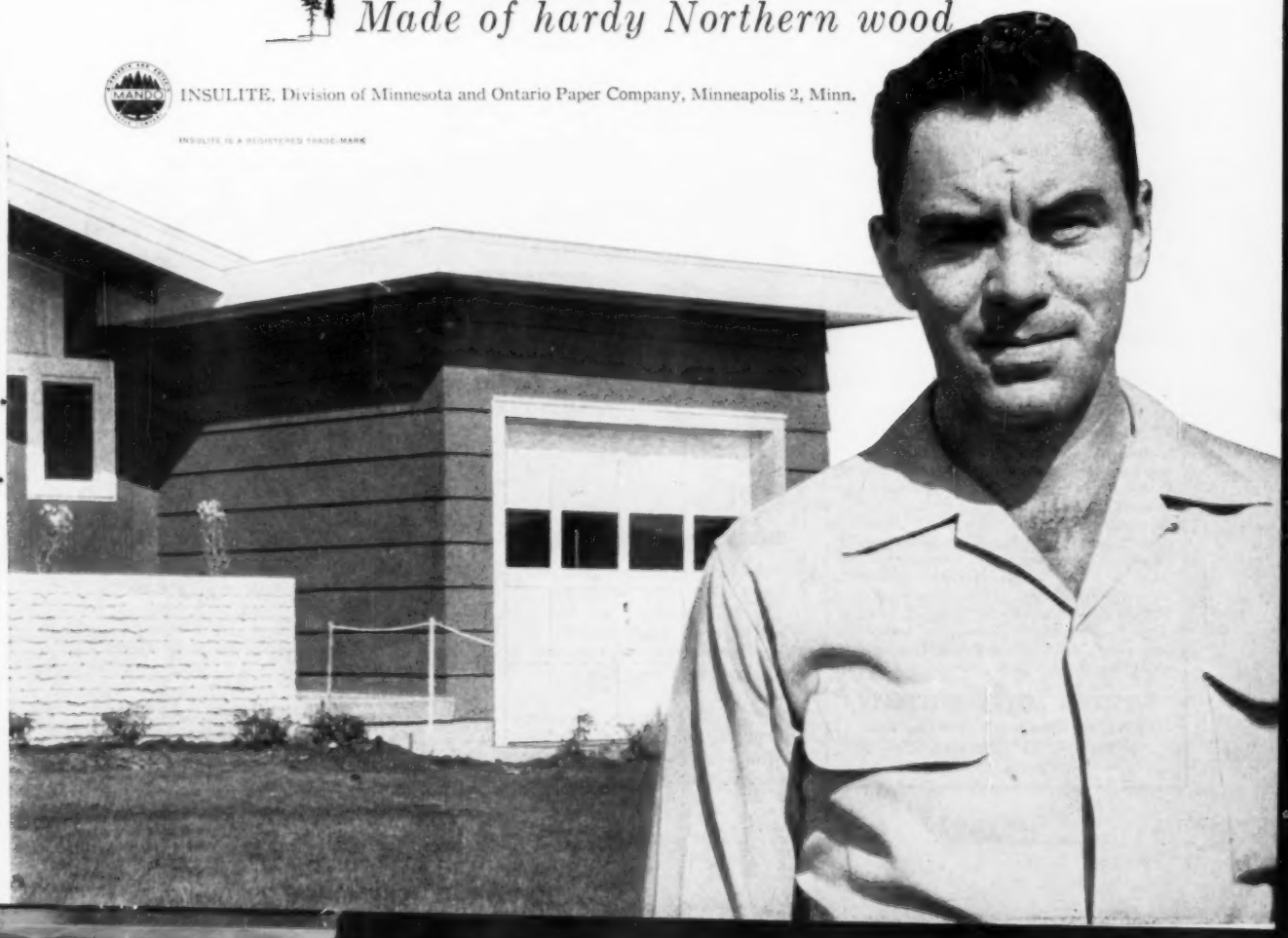
build better and save with

INSULITE

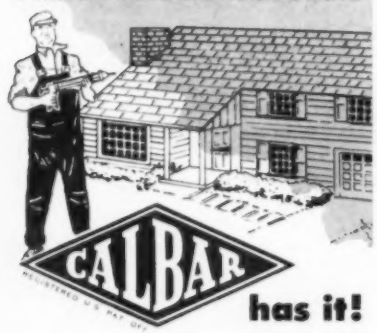
Made of hardy Northern wood

INSULITE, Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

INSULITE IS A REGISTERED TRADE-MARK



ANY Caulk Color...



has it!

When you call for COLOR . . . call on CALBAR! Calbar Caulking Compound is now available in any color your job may require, including Brilliant Aluminum . . . to match every building material on the market. COSTS LESS . . . because it's permanently elasticized, goes on easier, stays on longer! Calbar colors are non-fading. In bulk and cartridges.

FREE! CALBAR CAULK COLOR CHART
Ask your jobber today

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2612-26 N. Martha St., Phila. 25, Pa.
Our 35th Year as the Nation's leading Caulk Line

CONTRACTORS!
Finish Your Cold-Weather Jobs ON TIME . . . with

Handy SIMPLEX PORTABLE

HOT BLAST HEATERS

You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.
Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out.
See your Builder's Supply Dealer, or write for details and prices.

WESTERN METAL SPECIALTY
Division Western Industries, Inc.
Dept. A, 1211 N. 62nd St.,
Milwaukee 13, Wis.

Plastic-coated panel form

New two-foot plastic-coated panel form designed for use with the Gates Horizontal Rod Forming System requires minimum erection time. Panels are lightweight, easy to handle. Plastic coating assures maximum pours.

▶ *Gates & Sons, Inc., Dept. AB, 80 So. Galapago, Denver 23, Colo., Booth No. 756—Coliseum.*

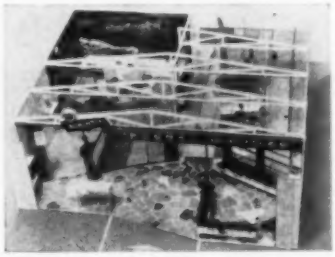
Check No. 1211 on reply card, p. 168.

Wall-hung kitchen nook

This new kitchen nook features hardwood frames, no-sag spring seats, rubberized hair filling and heavy gauge fabric. In charcoal, yellow, red, coral or Chartreuse dura tweed. $129.50 f.o.b. Buffalo.

▶ *The Dormalux Co., Dept. AB, 50 Mechanic St., Buffalo 2, N. Y. Booth No. 404—Sherman.*

Check No. 1214 on reply card, p. 168.

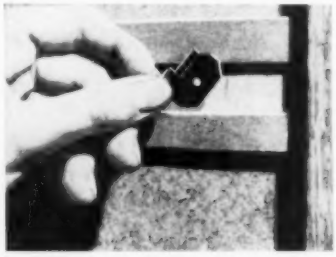


Aluminum windows and doors

A variety of exciting new products will be featured by General Bronze Corp. in "The ALWINTITE House of Aluminum Windows and Doors" at the NAHB Convention. The exhibit will occupy approximately 750 sq. ft.

▶ *General Bronze Corp., Dept. AB, Alwintite Division, Garden City, N. Y. Booth Nos. 304-307—Hilton.*

Check No. 1212 on reply card, p. 168.

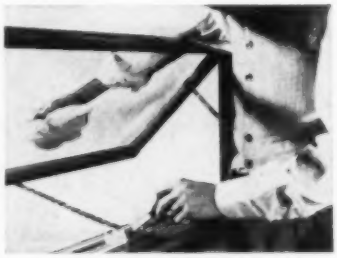


Savannah oak paneling

Savannah oak paneling is a hardwood paneling prefinished in rich-honey-tone requiring no added decoration. Provides a smooth wall surface permitting installation of mouldings direct to face of paneling.

▶ *Georgia Pacific Plywood Co., Dept. AB, 270 Park Ave., New York 17, N. Y. Booth Nos. 247, 248—Hilton.*

Check No. 1215 on reply card, p. 168.



Operator-hinge set

A chain which becomes rigid when extended to open an awning-type window is an operator and hinge set for use on wood frame windows. Self-locking features eliminate need for separate window lock. Price: $10.50—$12.50.

▶ *H. S. Getty & Co., Inc., Dept. AB, 3348 No. 10th St., Philadelphia 40, Pa. Booth No. 776—Coliseum.*

Check No. 1213 on reply card, p. 168.

"No noise" disposer

The Waste King Pulverator has "Hush Cushions" that eliminate metal to metal contact at the sink mounting and drain connection and absorb noise and vibration. Size of grind is always constant.

▶ *Given Mfg. Co., Dept. AB, 3301 Fruitland, Los Angeles 58, Calif. Booth Nos. 60, 61—Hilton.*

Check No. 1216 on reply card, p. 168.

STRIP OAK FLOORS OVER CONCRETE

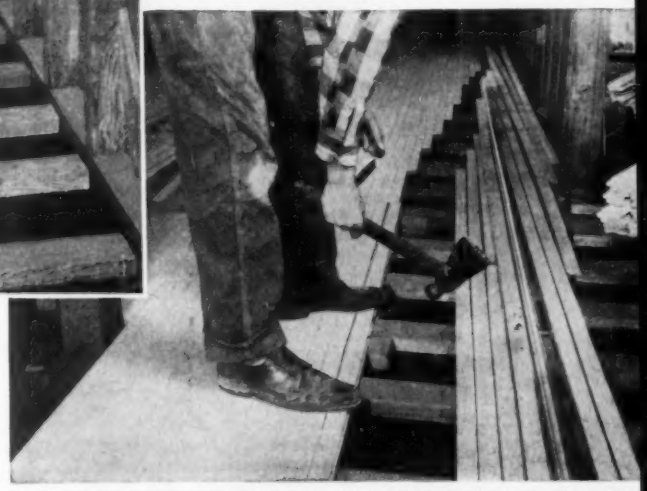
Low-cost installation method proven successful in thousands of homes

FREE MANUAL GIVES SIMPLE STEP-BY-STEP INSTRUCTIONS

If you're building homes on concrete slab foundations, send for this free Oak Flooring installation manual. It shows you how to use the "screeds-in-mastic" method for laying strip Oak Flooring over concrete without the expense of a wood subfloor.

Builders throughout the country are using this fully-approved, economical method to give even lowest-cost homes the unequaled sales appeal of Oak Flooring. It may be used with any approved type of slab construction. No special tools are necessary. Carpenters or floor layers can do the job quickly, easily and successfully . . . without any previous experience.

Short lengths of 2x4 screeds are laid in an asphalt mastic which anchors them to the slab. Strip Oak Flooring is nailed to the screeds. Sanding and finishing follow in the usual manner . . . or prefinished flooring may be used.



No other floor gives you ALL these advantages

More than 8 out of 10 home buyers, builders and architects prefer Oak Floors for their unmatched beauty, lifetime durability and easy maintenance. For slab foundation homes Oak Floors have these additional advantages that increase salability:

Oak Floors have high insulating value . . . prevent costly heat loss through the concrete slab.

Oak Floors have natural resilience that counteracts the uncomfortable hardness of concrete.

You know you're right when you specify Oak Floors for slab-on-ground construction.

NOFMA CERTIFIED OAK FLOORS

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
Sterick Building • Memphis 3, Tenn.

MAIL COUPON FOR FREE MANUAL

National Oak Flooring Manufacturers' Association
860 Sterick Building, Memphis 3, Tenn.

Please send a copy of "How To Install Hardwood Strip Floors Over Concrete Slabs"

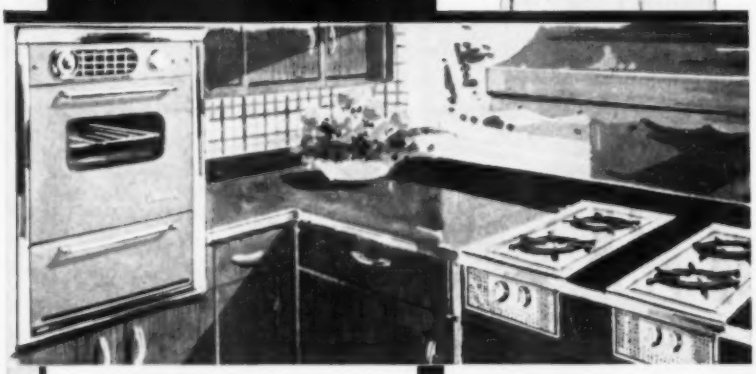
Name _____

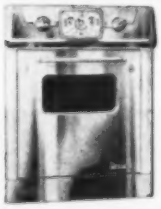
Address _____

City _____

State _____

PREWAY Bilt-Ins...
gas or electric
make your dollar
more productive





Patents Pending

Choose PREWAY gas and electric Wallchef ovens in "302" Satin Stainless Steel, Antique Copper, White, Sunshine Yellow or Vintage Green Porcelain Enamel.

Approvals:

Acceptable to: F.H.A. — V.A.

Illustrated is PREWAY'S four-element electric Counterchef in "302" Satin Stainless Steel. Available, too, in two-element units. PREWAY gas Counterchefs also designed in two or four-burner units, in "302" Satin Stainless Steel or White Porcelain Enamel.

The Most Complete Line of Built-In Cooking Equipment for the Home.

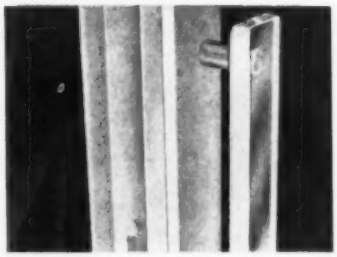
Showing at Space 767 Coliseum

As every home builder knows, the one best way to beat today's profit squeeze — and tomorrow's — is to make each unit of area, each man-hour of labor, each dollar of investment more productive. Whip-cracking won't do it, but careful planning will . . . planning based on accurate up-to-the-minute knowledge.

For example, if you have the facts on PREWAY, you know you can readily trim a hundred dollars or more from the cost of a modern kitchen by using Wallchef and Counterchef Bilt-Ins. These fully approved units, with patented features and all automatic controls, are the easiest to install. You gain time, save on labor! And because they are judged the world's most beautiful built-ins, available in a wide range of finishes, they add a special note of luster to the appearance of your kitchen.

Investigate the potential Wallchef and Counterchef units offer you. Plan to see them at the Chicago Show or at the distributor's display room in your area . . . and write today for product bulletins on the type that interests you — gas or electric.

PREWAY Inc.
8156 Second St., N.
Wisconsin Rapids, Wisconsin



Plexiglas door handle

A luxurious door handle made of sparkling clear Plexiglass is standard equipment on Nudor aluminum sliding doors. It adds new beauty to the door handle and lends itself to any interior decor.

▶ *Nudor Mfg. Corp., Dept. AB, 7326 Fulton Ave., North Hollywood, Calif. Booth No. 376—Hilton.*

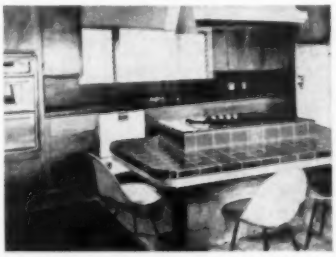
Check No. 1217 on reply card, p. 168.

Spacemaster folding door

A folding door, the Modernfold Spacemaster, opens entirely within the doorway. Ideal on closets and wardrobes, they permit use of floor and wall space up to the opening. Door installation: about 30 minutes. Suggested price: $22.45.

▶ *New Castle Products, Dept. AB, New Castle, Ind. Booth Nos. 86, 87—Hilton.*

Check No. 1218 on reply card, p. 168.



Gravity drain dishwasher

An electric rod heater preheats the porcelain enamel tub to prevent cooling of entering water. There is also a prerinse before the dishwashing and powerrinse cycles. Trays roll out on nylon bearings for easy loading.

▶ *In-Sink-Erator Manufacturing Co., Dept. AB, Racine, Wis., Booth No. 858—Coliseum.*

Check No. 1219 on reply card, p. 168.

Doors with **VISADOR** Lights and Louvers make IMMEDIATE, FAVORABLE impressions on home buyers . . .

that's why we say:

for flush panel doors

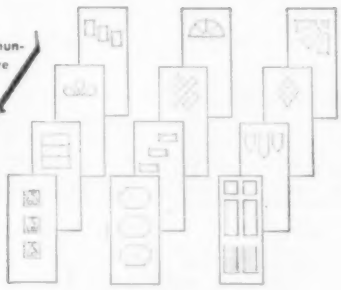
VISADOR

LIGHTS

THE WAY TO GREATER HOME SALES

- **SALES PERSUADERS:** home-buyers PREFER and BUY homes with Visador-equipped doors (they're practical and attractive).
- **VARIETY:** more than 500 styles in lights and louvers to key the door to every taste and design.
- **ECONOMY:** costs little to add this appealing sales-push to homes you build.
- **SPEED:** Visador lights and louvers are prefabricated for easy installation so dealers can furnish many of door styles desired the day order is received.

Only a few of hundreds of attractive door designs available . . . write for our complete catalog.



Ask your Building Supply dealer to furnish you with doors glazed with Visador Lights for superior beauty and finest quality.

the VISADOR Co.

P. O. Box 10312 • Dallas, Texas

"My Berger Convertible paid for itself on this one job alone!"

says F. E. Fitzpatrick,
Building Contractor, Westwood, N. J.

"When I signed the contract to build this house, I had my fingers crossed. The specifications gave me no leeway—grades had to be on the button. So I decided to take out "job insurance" by getting a transit level I could *trust*—a Berger Convertible. So far, I've used it for leveling foundations, setting forms, locating buried survey stakes, setting the first course of siding and establishing some tricky grades. Before this job was finished, my Berger Convertible paid for itself."

That's because the Berger Convertible is built for *builders*. The new, ultra-sharp, 22-power, 10½" internal focusing telescope gives you a crisp, clear, right side up image over long sights as well as at distances as close as three feet. Rugged brass and bronze construction—dust protected leveling, clamp and tangent screws—it takes the bumps in the field and stays on the job without time lost for repair.

Why the new Berger Convertible with 3-ft. short focus is the best buy . . . *Compare*

TELESCOPE:	Short focus 3 feet; bronze; erect image; power 22 diameters; diameter of objective 35 mm.
OPTICS:	Coated—brilliant, clear image
FOOT PLATE:	Forged brass; trivet integral
YOKE FRAME:	Cast bronze
HORIZONTAL CIRCLE:	Forged brass, with double vernier reading to five minutes
VERTICAL ARC:	With double vernier reading to five minutes
LEVELING BASE:	Four screws; nickel silver leveling screws with cold and heat-resistant heads
SPINDLE:	Forged steel
SHIFTING PIECE:	For setting over a point
TANGENT PIECE:	Brass
TELESCOPE CLAMP:	Brass
POSITIVE LOCKING MECHANISM:	Converts instrument from transit to level with ease and speed and stays in adjustment at all positions
PLATE LEVEL:	In addition to telescope vial
CASE:	Mahogany transit case
STRAP:	Padded leather handle

Quick delivery—thanks to enlarged capacity.
Price $219*, complete with mahogany transit case, tripod, plumb bob, sun shade and instruction manual.

Write for literature on the Berger Convertible, our 12" Dumpy Level, Service Transit-Level and Duplex Level. And ask about our Engineers' Transits and Levels.

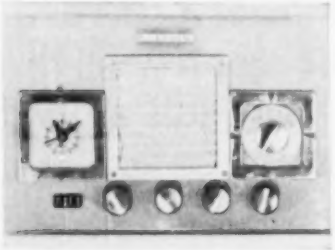
C. L. Berger & Sons, Inc., 47 Williams St., Boston 19, Mass.

*F.O.B. Factory.

THE BEST IN SIGHT IS

BERGER

ENGINEERING AND SURVEYING INSTRUMENTS . . . SINCE 1871

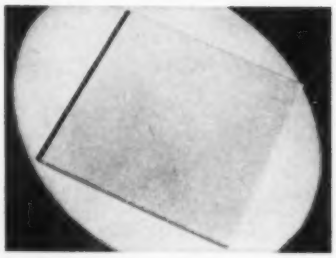


Home radio-intercom system

Two systems are manufactured for installation in a 4-inch wall, each a complete unit with a master and 5 additional remote speakers; with AM broadcast radio, input for record player, clock control, appliance outlet.

▶ *Music & Sound, Inc., Dept. AB, 113 Leslie St., Dallas 7, Texas, Booth No. 796—Coliseum.*

Check No. 1220 on reply card, p. 168.



Acoustical tile

Textured Sonofaced Acoustical Tile can be washed and requires no painting maintenance. Has high-light reflection created by its white finish. Fire safe. Available in 12x12-in., 12x24-in. tile, 24x48-in. Ceiling Board.

▶ *Owens-Corning Fiberglas Corp., Dept. AB, Nat'l. Bank Bldg., Toledo 1, Ohio. Booth No. 224—Hilton.*

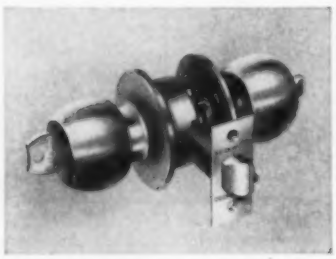
Check No. 1223 on reply card, p. 168.

"Post-formed" vanities

Wide color range is stressed in the 160 styles and designs in the Glissade line of Formica vanities, with one-piece post-formed top with no-drip front edge and coved back; piano hinges are used, and handles match decor.

▶ *Liebman Bathroom Specialties, Inc., 1437 Bushwick Ave., Brooklyn 7, N. Y. Booth Nos. 850, 851—Coliseum.*

Check No. 1226 on reply card, p. 168.



New residential locksets

Cylindrical locksets feature brass or bronze trim with all-steel internal parts, solid brass pin tumbler cylinder, attractive contemporary design. Decorative trim plates and 5" backset available. Self adjusting.

▶ *Lockwood Hardware Mfg. Co., Dept. AB, Fitchburg, Mass. Booth Nos. 484, 485—Sherman.*

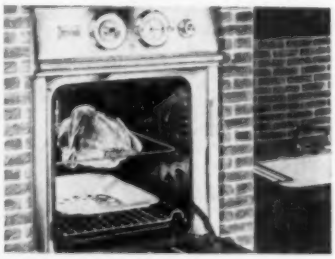
Check No. 1221 on reply card, p. 168.

Durable wall finish

A room setting with walls of factory-finished Craftwall by Roddiscraft is shown above. Craftwall comes in 9 woods, 3 styles and 3 sizes. The finish is durable and impervious to most chemicals.

▶ *Roddis Plywood Corp., Dept. AB, Marshfield, Wisc. Booth Nos. 166-167—Hilton.*

Check No. 1224 on reply card, p. 168.



Customline oven

Barbecue is combined with push-button comfort in built-in wall oven. Plug-in rotisserie will barbecue-broil 15-lb. roast or an 18-lb. ham. Push-button controls and automatic timers are installed at eye-level height.

▶ *Hotpoint Co., Dept. AB, 5600 West Taylor St., Chicago 44, Ill. Booth Nos. 84, 85, 102, 103—Hilton.*

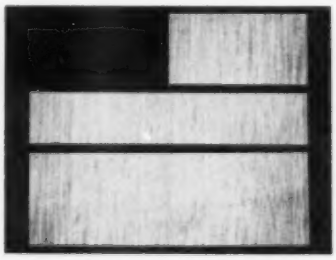
Check No. 1227 on reply card, p. 168.

Lumber-grading rules

The new West Coast Grading Rules will highlight a colorful display of siding, paneling, and other lumber items. Effective date for the new No. 15 rules for Douglas fir, hemlock, red cedar, Sitka spruce to be announced.

▶ *West Coast Lumbermen's Assoc., 1410 S.W. Morrison St., Portland 5, Oregon, Booth Nos. 537, 538—Sherman.*

Check No. 1222 on reply card, p. 168.

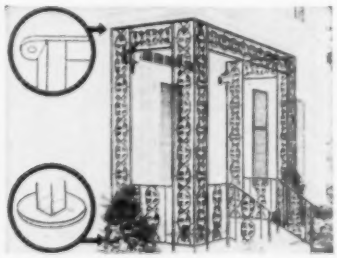


Asbestos shake siding

Asbestos shake siding is shown alongside 12x24" shingle. Developed by the Ruberoid Co., the siding shown is in 2 widths, 8¾-in. and 15⅜-in. Both are 48-in. long, a factor which speeds application.

▶ *The Ruberoid Co., Dept. AB, 500 5th Ave., New York 36, N. Y. Booth Nos. 728-729—Coliseum.*

Check No. 1225 on reply card, p. 168.



To attach ornamental iron

For ease in attachment, a flat, welded-on-top piece with extending flange to screw into porch lintel, and a disc-shaped shoe which bolts into porch floor and is formed up in center to fit into post tubing are offered in the "Colonel Logan" line.

▶ *Logan Co., Dept. AB, 208 Cabel St., Louisville 6, Ky. Booth No. 360—Hilton.*

Check No. 1228 on reply card, p. 168.

What every builder can learn about women ... from me!...

1 The woman you want to sell is already sold on this G-E Monogram... We know that 55 out of 100 women believe G.E. makes the best home appliances. This is based on an actual survey.

2 She likes the smart, compact ***AIR-WALL*** register. She *loves* the way ***AIR-WALL*** actually blankets walls with warm air in the winter (this keeps cold outdoors)... and covers them with cool air in summer (this keeps heat out). Cozy idea, isn't it?

3 ***AIR-WALL*** saves floor space—lots of it! And here's another BIG PLUS... ***AIR-WALL*** air is clean, filtered. Saves housework time... cuts cleaning bills... fabrics and furniture stay fresh as new longer. Mister, have you any idea what this means to a woman? Why, it's the millennium!

4 It's all automatically regulated by the G-E thermostat. (And only G.E. has Musitherm Heating Control.) No more furnace tending... husbands stay happier, more comfortable, too. Yes, they do-o-o! ***I KNOW!***

5 Sell space, saving, cleanliness, comfort, youthfulness through better living. A woman is a woman with a heart overflowing for the man —YOU—who makes life easier.

6 **MR. BUILDER**... To sell women and men, check your G-E Heating Contractor today. Get the facts and selling features of G-E ***AIR-WALL*** System* of Home Heating and Cooling.

VISIT US AT THE NAHB SHOW BOOTHS 98, 99, 100

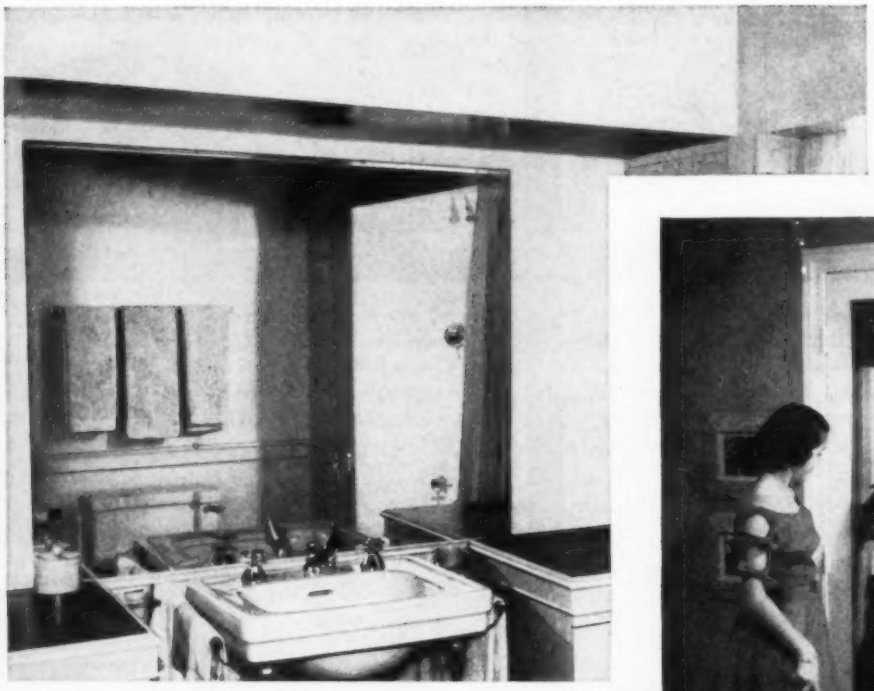
If you can't make the show, be sure to write us for free booklet, "What Every Builder Can Learn About Women."

GENERAL ELECTRIC

Home Heating and Cooling Dept., Bloomfield, N. J.

*REG. TRADEMARK GENERAL ELECTRIC CO.

3 builder-proven ways to put more "sell" into your homes

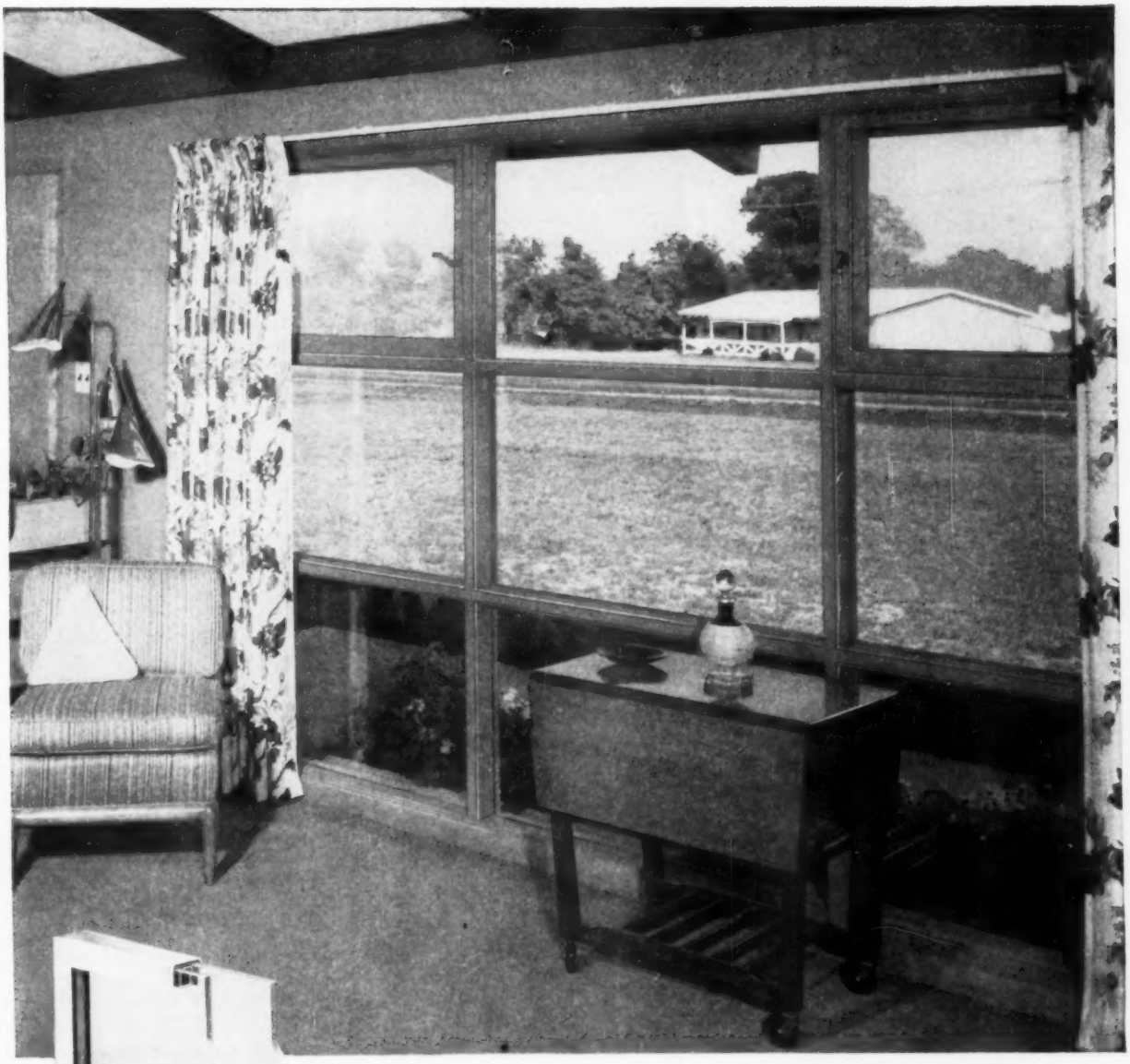


PITTSBURGH WALL MIRRORS, like the copper-back one installed in this bathroom, are sure to put more "buying urge" into your homes. Mirrors give a room a more luxurious and spacious look . . . make any home more attractive and "worth more" to the buyer.

PITTSBURGH FULL-LENGTH DOOR MIRRORS—in bedrooms, entrance halls, bathrooms, and other places in the homes you build—can do a lot, *and at very little additional cost,* to help you sign up buyers. A full 68" high, they are available in 16, 18, 20, 22, and 24-inch widths They fit more than 90% of all interior millwork doors.

Every nickel you spend on glass shows.
And the results far outweigh the cost.

Build it better with **Pittsburgh Glass**



BUILDERS ALL OVER THE COUNTRY have found that there's nothing like large glass openings—especially when they're glazed with Twindow® . . . the window with insulation *built-in*—to give homes they build the feeling of more-than-average value. They find that their homes sell faster, too. Twindow is practical for any home, regardless of its price class. Fact is, more and more home buyers are *demanding* Twindow units—not only for picture windows, but for all other windows as well. They know how much Twindow means in comfort and lowered heating and air-conditioning costs. There are fifty-seven Twindow standard sizes to fit almost any requirement.

THIS CUTAWAY VIEW shows the construction of a Twindow unit, using two pieces of Pittsburgh Polished Plate Glass. The hermetically-sealed air-space between these panes gives Twindow nearly twice the insulating value of single-glazed windows. An exclusive feature of Twindow is its stainless steel frame This protects the seal and glass edges, makes handling quick, safe, and easy.

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Aluminum clapboard siding

Resembling painted wood clapboards but with baked enamel finish, the Lyf-Alum siding eliminates problems of continuous maintenance. It comes in a choice of 4 colors.

▶ *Lyj-Alum, Inc., Dept. AB, 164 E. Wisc. Ave., Oconomowoc, Wis. Booth No. 795—Coliseum.*

Check No. 1229 on reply card, p. 168.

New floor tile styles

Two new styles have been added to Kentile asphalt and Kenflex vinyl asbestos tiles: Carnival, a multi-colored mottle effect, and Corktone; both are available in both asphalt and vinyl asbestos, in a wide variety of colors for both materials.

▶ *Kentile, Inc., Dept., AB, 58 2nd Ave., Brooklyn 15, N. Y. Booth No. 894—Coliseum.*

Check No. 1232 on reply card, p. 168.

Built-in refrigeration

Shown is Sub-Zero Bilt-In combination freezer-refrigerator, 2-door model, in 1 cabinet with 2 separate condensing units. Other styles in a variety of sizes, colors; all available with right or left swing doors.

▶ *Sub-Zero Freezer Co., Inc., Dept. AB, P. O. Box 2017, Madison, Wisc., Booth No. 829—Coliseum.*

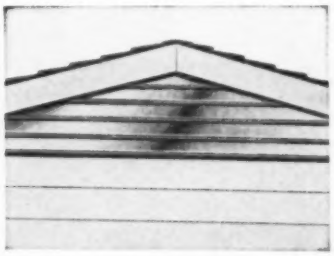
Check No. 1235 on reply card, p. 168.

T & G hollow core panels

Rigid, hollow-core panels with plastic finish join the Marlite line, for installation over open framing or furring strips. Tongue-and-groove edges and ends and pre-drilled nailing holes speed application; in 2x4 and 2x8 panels, ⅝" thick, 95c per sq. ft.

▶ *Korelock, Marsh Wall Products, Inc., Dept. AB, P. O. Box 652, Dover, Ohio. Booth No. 29—Hilton.*

Check No. 1230 on reply card, p. 168.



Low-pitch gable louvers

Shipped knocked-down 2 per carton, the new louver is assembled in any of 3 ways to fit 2, 2½, or 3/12-pitch gable ends. Assembly time runs 5 to 8 min. Four sizes up to 12' base available in aluminum or galvanized steel.

▶ *Leslie Welding Co., Dept. AB, 2943 W. Carroll Ave., Chicago 12, Ill. Booth No. 502—Sherman.*

Check No. 1233 on reply card, p. 168.

Birch kitchen cabinets

Featuring hollow-core door construction, Bronzeglow Birch cabinets have dustproof doors, rubber-roller catches, ¾" shelves, center-suspension drawer glides; made for all makes of counter cooking units and built-in ovens.

▶ *H. J. Scheirich Co., Dept. AB, 4460 Louisville Ave., Louisville, Ky., Booth Nos. 780-781—Coliseum.*

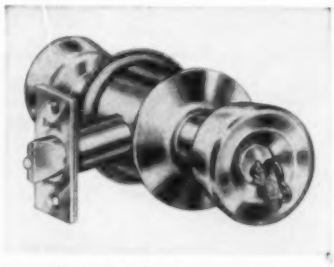
Check No. 1236 on reply card, p. 168.

Shadow-line kitchen units

Swept-back door edges create a shadowy frame in the Nutmeg natural finish birch cabinets; also new adjustable shelf units, pull-out table, built-in refrigerator unit. Cabinets are also available in decorator colors and white.

▶ *The Kitchen Maid Corp., Dept. AB, Andrews, Ind. Booth Nos. 701, 702—Coliseum.*

Check No. 1231 on reply card, p. 168.



Durable finish doorware

Dual bearings on new Stilemanor knobs assure rigid knob assembly and prevent wobble. Non-cylinder models are 1-piece design. Knobs are made of wrought brass, bronze or aluminum, have concealed knob retainer.

▶ *Russell & Erwin Division, American Hardware Corp., Dept. AB., New Britain, Conn., Booths 474-475—Sherman.*

Check No. 1234 on reply card, p. 168.

Single or multiple vents

Wall model kitchen vent for single or multiple intake includes built-in automatic back draft damper, grille, grille sleeve and double size 3-speed switch. Other hoods available in 6 finishes and 8 sizes.

▶ *Stewart Industries, Dept. AB, 320 East St. Joseph St., Indianapolis 2, Ind., Booth No. 488—Sherman.*

Check No. 1237 on reply card, p. 168.

THE HERMAN NELSON "THRIFTY"...

For Home Builders • Plasterers • Bricklayers • Carpenters • Plumbers

Never before a Herman Nelson Portable Heater at this low price! The "Thrifty" is especially designed for smaller building jobs—framing, plastering, plumbing, masonry work. It offers outstanding economy—with low first cost, low operating cost. It may be used indoors or out, and canvas ducts may be used to spot heat where wanted. "Sealed flame" indirect firing insures complete safety and dependability. Fewer moving parts insure longer, trouble-free service.

The "Thrifty" operates continuously for 18 hours maximum without re-fueling. Oil-fired, it uses only 0.7 to 1.25 gallons of fuel per hour. Safety controls protect against overheating—flame failure—motor failure. Heat output can be regulated. Electric motor powered. Capacity 50,000 to 170,000 BTU per hour. No other unit at or near its price can match the performance and safety of the new Herman Nelson "Thrifty" Portable Air Heater!

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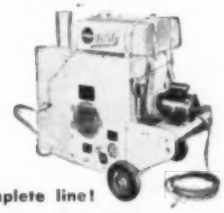
Best Known Name in
PORTABLE AIR HEATERS
AMERICAN AIR FILTER CO., INC.
MOLINE, ILLINOIS



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DE LUXE MODEL
Oil fired. Electric motor powered. 280-450,000 BTU capacity. Completely automatic operation.

UTILITY MODEL
Interchangeable power plants—gasoline engine or electric motor. Gasoline or oil fired. 75-425,000 BTU capacity.

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...AT LESS COST!

WARREN FOLDING DOORS

as much as $1,000

worth of floor space saved in every home by eliminating space wasted for storing doors . . . as high as 90 square feet made useful . . . with Warren Folding Doors.

Compare the Sales Appeal

The style and beauty of Warren Folding Doors will help sell your homes. Smart buyers will love the way two rooms can be made into one . . . the way a wardrobe closet is "wide-open" with the swish of a Warren Folding Door . . . and they'll love, too, the way corners are left clear for completing their decorating and furnishing schemes.

Compare the Cost

No precise fitting — no mouldings or hinges are needed. Warren Folding Doors glide on an overhead track that can be installed in minutes. Both ends can be left unattached for "Free-Swinging" doors. Warren Doors come complete with screws ready for installation.

Compare the Quality

Warren Folding Doors are fashioned from 7/8" wide basswood slats tightly woven with heavy Seine Cord. Sturdy moulding members are attached to the ends. Ten high-gloss special enamel finishes, plus natural, are available. There's a color that's right for every interior decor. Warren Folding Doors are perfect for wardrobes, closets, room dividers . . . at almost all inside entrances.

THREE SHIPPING POINTS

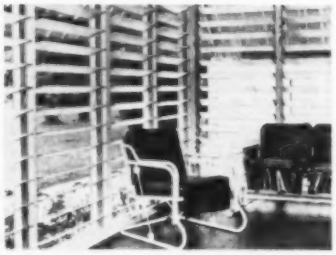
Faster Service—Reduced Shipping Costs —Write today to one of the Warren Plants, strategically located across the country, for more information about Warren Folding Doors.

See Sweet's Catalog

WARREN SHADE CO., INC.

Dept. 1A

2905 E. Hennepin—Minneapolis, Minn.
173 Union Street—Worcester, Mass.
917 Bransten Road—San Carlos, Calif.



Louvered window hardware

New "Side-Seal" and cam-actuated pressure seal of glass to glass, are features of new stainless-steel louvered window hardware. Consists of 17 per cent chromium, 7 per cent nickel, 20-gauge stainless steel, #2 finish.

▶ *Sun-Sash Co., Dept. AB, 33 Park Row, New York 33, N.Y. Booth 329—Hilton.*

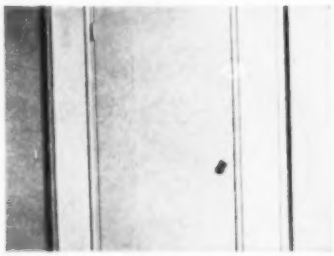
Check No. 1238 on reply card, p. 168.

Easily installed thresholds

Dust-proof and weather-proof, the new #888 Threshold has tube-shaped vinyl weatherstrip adaptable to large or small clearances under door. Eliminates under-door hook. Is reversible. Available in 36¾" lengths.

▶ *Sager Weatherstrip, Dept. AB, 6726 S. Ashland Ave., Chicago 36, Ill., Booth No. 813—Coliseum.*

Check No. 1241 on reply card, p. 168.



Residential steel doors

An extensive line of both 1⅜" and 1¾" all-steel solid flush doors can be prime-painted or finish-painted to any desired color or with birch grain lacquered finish. Vision lights or louvers are available.

▶ *Steelcraft Manufacturing Co., Dept. AB, Blue Ash Road, Rossmoyne, Ohio, Booth Nos. 70-71—Hilton.*

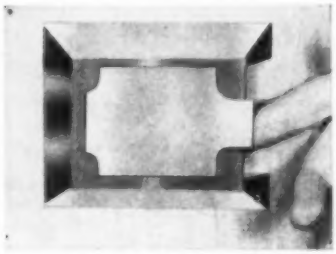
Check No. 1239 on reply card, p. 168.

Universal gas ranges

Universal In-a-Wall gas ranges feature: automatic lighting of top burners; oven Sig-Na-Lite, which lets the housewife know when oven has reached desired temperature; 2 giant and 2 regular burners; Fiberglas insulation.

▶ *Cribben & Sexton Co., Dept. AB, 700 N. Sacramento Blvd., Chicago. Booth No. 752—Coliseum.*

Check No. 1242 on reply card, p. 168.



Knobless door latch

Flush-mounted Lev-R-Latch opens a door with a flick of a finger. Face plate projects only one-half inch from door surface. Available 3½x4" in 8 metallic finishes with or without locking mechanism.

▶ *Sass Manufacturing Co., Dept. AB, 21777 Hoover Road, Detroit, Mich., Booth No. 812—Coliseum.*

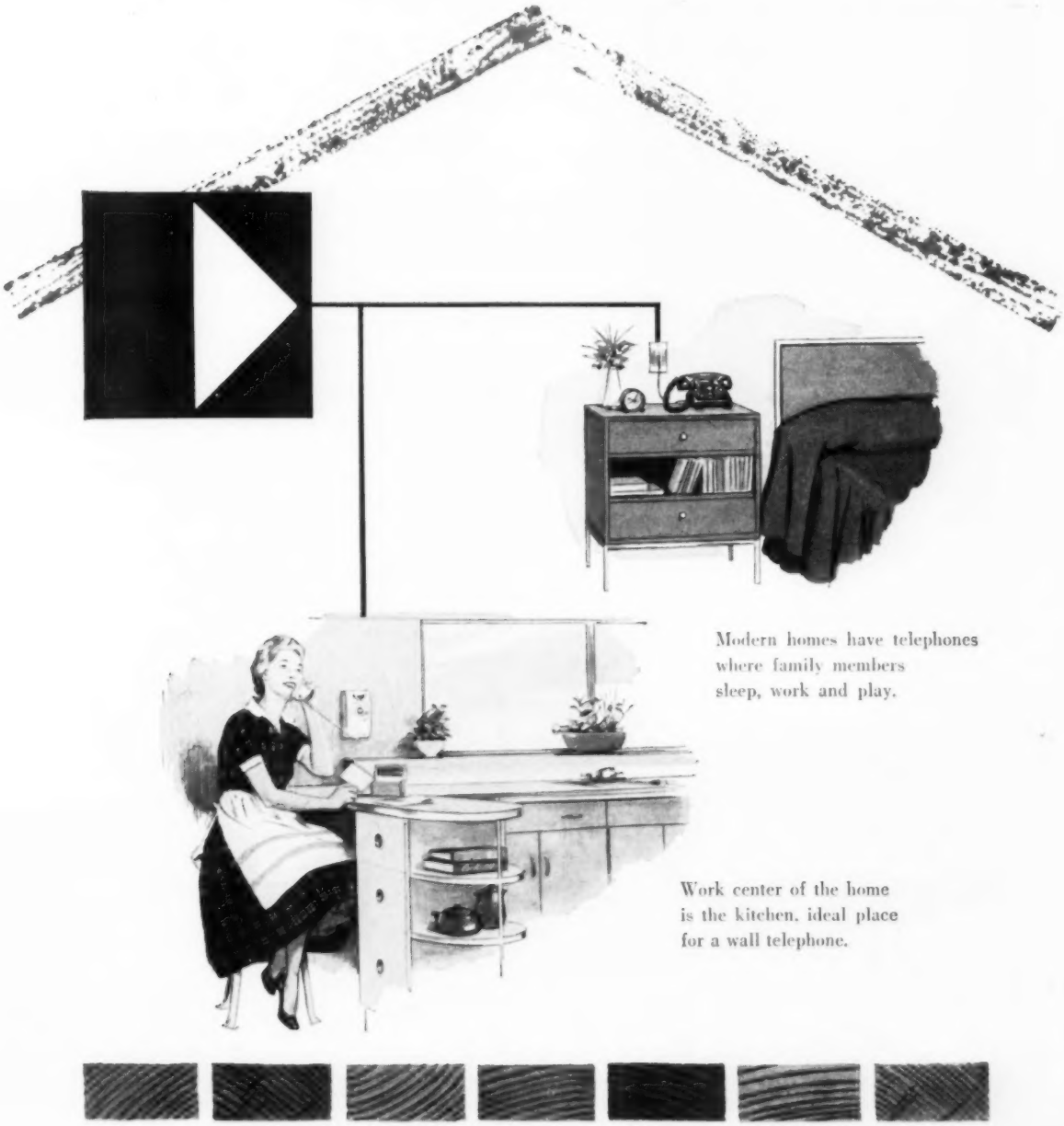
Check No. 1240 on reply card, p. 168.

Glide-All sliding doors

Glide-All sliding doors are simple floor-to-ceiling installations which provide more accessible storage space with less construction and materials. Doors may be finished to complement room decor.

▶ *Woodall Industries, Inc., Dept. AB, Detroit 31, Mich. Booth Nos. 191, 192—Hilton.*

Check No. 1243 on reply card, p. 168.



Multiple telephone outlets and concealed telephone wiring are quality features in any home, large or small. Convenience-minded buyers are looking for them. Sales-minded builders are providing them. Both parties benefit.

BELL TELEPHONE SYSTEM

Your Bell telephone company will be glad to help you work out economical concealed wiring installations. Just call your nearest business office and ask for *Architects and Builders Service*. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Pella®

WOOD FOLDING DOORS

- Tension on new concealed spring connectors is uniform from one end of the door to the other
- Panels fold uniformly and come together flat
- Doors close quietly
- Panels can't bunch up in one area and spread widely in another
- Stack is only 2" or less for each foot of opening width—more compact than ever before
- New, quiet, long-lasting Nylon rollers
- New latch with a neat, sure-grip handle

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NAHB SHOW CONRAD HILTON HOTEL, CHICAGO

Also see long famous Pella® CASEMENT WINDOWS

- With self-storing Rolscreens and Dual Glazing
- Combine the beauty and insulating qualities of wood with the strength of steel
- Fit all types of wall construction...install quickly
- Completely assembled and prefitted at the factory
- Glass sizes up to 24" x 60"

Pella MULTI-PURPOSE WINDOWS

- New, all-aluminum Underscreen Sash Operator
- Pin-and-Socket device locks windows in many positions between fully open and fully closed
- All hardware of stainless steel and aluminum
- Now a total of 14 fixed and ventilating sizes combine into hundreds of interesting window arrangements
- Alternate all-aluminum screens now available at slight extra cost
- New Nylon Operator Guide...wear resistant, quiet, needs no lubrication

Pella® MODELS"

National Association HOME BUILDERS CONVENTION EXPOSITION January 22-26 1956

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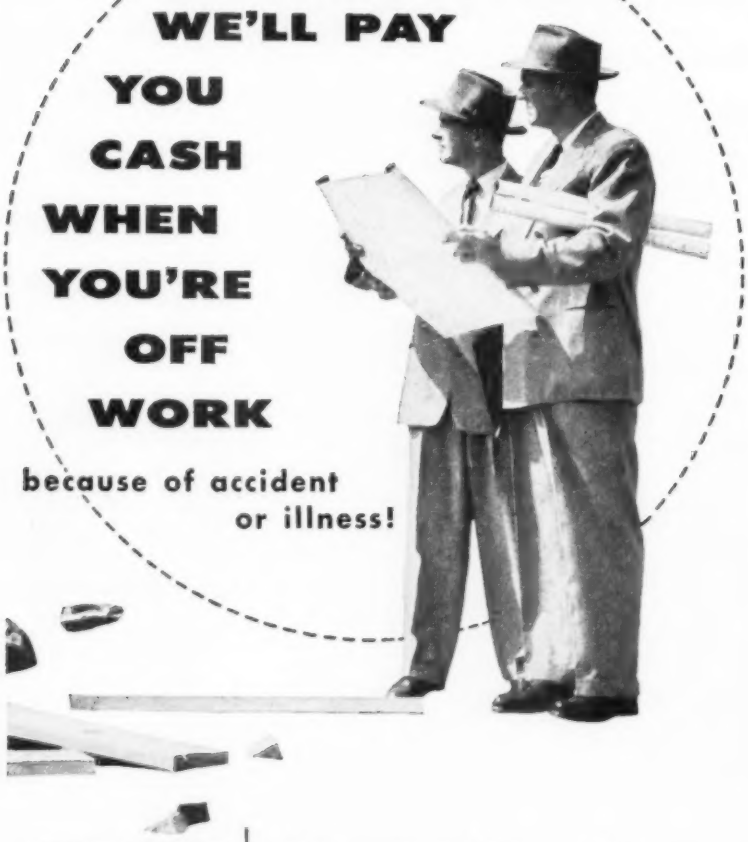

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Here's a new, low-cost insurance plan that's designed especially for prime and sub-contractors. It pays a substantial monthly income—even for life!—when you're laid up and off the job because of accident or confining illness. And, under this new plan, you are protected 24 hours a day—at work, at home, at play!

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Sterling Building, Dept. C-10, Chicago 11, Ill.

Please send me, without cost or obligation, complete information about your special Contractors' Income Protective Plan.

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Policy form LAU

Reversing action disposer

Completely redesigned, the Model 77 In-Sink-Erator has dishwasher inlet to permit draining into disposer; it stresses automatic reverse action, continuous feed, quietness, simple self service, faster drainage.

▶ *In-Sink-Erator Mfg. Co., Dept. AB, 1225 14th St., Racine, Wis., Booth No. 858—Coliseum.*

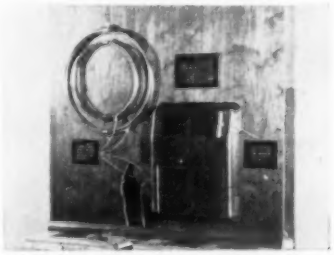
Check No. 1244 on reply card, p. 168.

Floor nailing machine

Designed for use with hardened steel Screw-tite flooring nails, Screw-tite floor-nailing machine lays tongue-and-groove floors fast, without banged edges, feeds nail at proper angle, drives, sets it in one operation.

▶ *Independent Nail & Packing Co., Dept. AB, Bridgewater, Mass., Booth No. 864—Coliseum.*

Check No. 1245 on reply card, p. 168.



Between-stud heating

A thermostat in every room is the feature stressed by the SelecTemp heating system. Non-electric, the thermostat is attached to each room unit. The 18,000 Btu-unit is shown with copper steam lines, and returns.

▶ *Iron Fireman Mfg. Co., Dept. AB, 3170 West 106 St., Cleveland 11, Ohio, Booth No. 555—Sherman.*

Check No. 1246 on reply card, p. 168.

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☐ 1038	☐ 1081	☐ 1124	☐ 1167	☐ 1210	☐ 1253					
☐ 1039	☐ 1082	☐ 1125	☐ 1168	☐ 1211	☐ 1254					
☐ 1040	☐ 1083	☐ 1126	☐ 1169	☐ 1212	☐ 1255					
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☐ 1042	☐ 1085	☐ 1128	☐ 1171	☐ 1214	☐ 1257					
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HERE'S REAL HELP *for* YOU

PRODUCTS EXHIBIT IN PRINT

Keep abreast of the constant changes taking place in the building field. The new and improved products shown in this issue are designed to help you do a better building job in 1956. Read the pages of this issue with care. Be sure to see your local LUMBER and BUILDING SUPPLY DEALER for all your building needs. If he doesn't carry the products you're interested in, here's a quick, easy way to get complete information. Just check and mail the postcard below. We'll do the rest.

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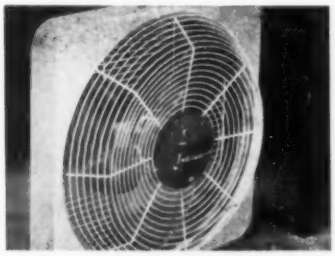


20-inch window fans

A new series of low-priced 20" window fans featuring clean styling has four models: in the J20 series: straight exhaust (J20); portable (JP20); reversible (JR20); and portable-reversible (JPR20); close spaced grilles.

▶ *International Oil Burner Co., Fan Div., Dept. AB, 3800 Park, St. Louis, Mo., Booth No. 54—Hilton.*

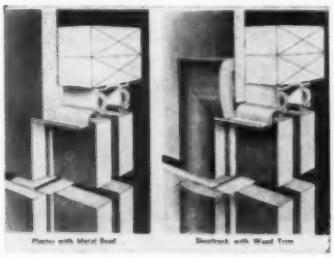
Check No. 1247 on reply card, p. 168.

New telephone features

Color—8 hues—is prominently promoted for new telephone installations. Other features are hands-free speakerphones, automatic answering and recording devices, portable phones, illuminated dials.

▶ *Illinois Bell Telephone Co., Dept. AB, 208 W. Washington St., Chicago 6, Ill., Booth Nos. 225, 226—Hilton.*

Check No. 1248 on reply card, p. 168.



Rolling-door hardware

Rolling-door hardware is made in 2-track types; one has built-in plaster ground, permitting sheet rock or plaster to be laid at track edge; other has built-in fascia strip, eliminates need for track-front valance or trim.

▶ *Washington Steel Products, Dept. AB, 1940 E. 11th, Tacoma 2, Wash., Booth No. 419—Sherman.*

Check No. 1249 on reply card, p. 168.

LOOK FOR THIS MARK OF QUALITY

The Finishing Touch That Means So Much—

RAYNOR GARAGE DOORS

Materials, selected for endurance and suitability, are the foundations of quality – lasting service.
Design of proper balance between beauty and strength is the source of functional elegance—proud ownership.
Controlled manufacture of all parts under one roof, under one management, guarantees quality control – operational excellence.

RAYNOR

Raynor Manufacturing Co. extends a Personal invitation to every Builder to visit the Raynor Display during **the NAHB Convention—Booth 500—Sherman Hotel.**

Raynor Manufacturing Co.
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W. P. FULLER & CO.

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TRIMVIEW

metal products

a new and complete line of aluminum components for glass

SLIDING DOORS
SLIDING WINDOWS
WINDOW SCREENS
SHOWER DOORS
TUB ENCLOSURES
SLIDING DOOR SCREENS
MEDICINE CABINETS
STORE SHOWCASES

See TRIMVIEW ON DISPLAY AT THE NAHB CONVENTION
BOOTH 391, CONRAD HILTON HOTEL, CHICAGO
JANUARY 22-26

Aluminum and glass have become the two brightest names in building products. Coupled together—in sliding doors, in windows, and in their many other uses for home and commercial building—they give economy, durability and easier installation. For these reasons, more and more builders, contractors, architects are specifying—*aluminum.*

Now comes TRIMVIEW. A new line of aluminum extrusions for glass—designed *for the first time by glass men.* TRIMVIEW METAL PRODUCTS offers you a complete line of aluminum components of unsurpassed quality and beauty of design; engineered by expert craftsmen to fit the exacting standards and requirements of the builder . . . competitively priced to meet your building costs.

Metal components for glass

TRIMVIEW metal products

COVINA, CALIFORNIA

Moisture-vapor barrier

Moisture penetration can be virtually stopped by using Visqueen film (of Bakelite polyethylene) as a moisture-vapor barrier under concrete slabs, in crawl spaces, over subflooring, on warm side of exterior walls.

▶ *Visking Corp., Dept. AB, P. O. Box 1410, Terre Haute, Ind., Booth Nos. 369-370—Hilton.*

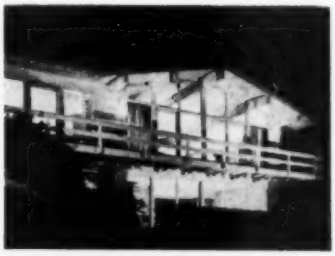
Check No. 1250 on reply card, p. 168.

Lavatory hanger

The "Uni-Lox" 1-piece hanger eliminates necessity of aligning separate hanger blocks for mounting vitreous china lavatories. Multiple screw holes make for secure fastening in any type wall construction.

▶ *Universal-Rundle Corp., Dept. AB, 217 N. Mill Street, New Castle, Pa., Booth Nos. 8, 9—Hilton.*

Check No. 1253 on reply card, p. 168.



Scholz package home

Scholz Homes offer a complete packaged home including pre-assembled and built-in plumbing, heating and electrical components, prefinished floor, wall and roof units and pre-applied bath tile panels. Many other features.

▶ *Scholz Homes Inc., Dept. AB, 2001 No. Westwood, Toledo 6, Ohio, Booth Nos. 347, 348—Hilton.*

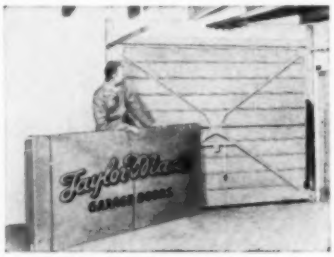
Check No. 1256 on reply card, p. 168.

Cool-air system

With this attic installation of Warren Webster cool-air system, 4 key rooms are supplied from single plenum chamber, with common return through ceiling grille. Individual ducts to separate register eliminates supply plenum.

▶ *Warren Webster & Co., Dept. AB, 17th & Federal Sts., Camden, N. J. Booth No. 108—Hilton.*

Check No. 1251 on reply card, p. 168.



Taylor Made garage door

The Taylor Made garage door is a steel, zinc coated, receding type. It is available either as a package unit or completely assembled. Total assembly can be accomplished in 12 min. or less; 7x8 door is $55.00.

▶ *Taylor Made Garage Doors, Inc., Dept. AB, 19800 Fitzpatrick, Detroit, Mich., Booth No. 846—Coliseum.*

Check No. 1254 on reply card, p. 168.

Baseboard hot-air heat

The advantages of both a hot-air system and a radiant system are combined in Thermo-Base baseboard heating. Its area provides 20% or more *radiant* heat with the speed of hot air systems.

▶ *Gerwin Industries, Inc., Dept. AB, 214 Spring St., Michigan City, Ind. Booth No. 880—Coliseum.*

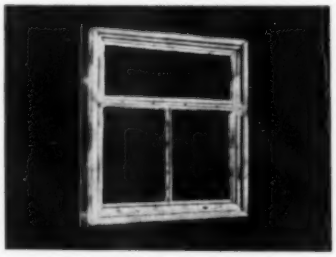
Check No. 1257 on reply card, p. 168.

Custom-designed kitchens

Wood-Metal Kitchens offer colonial or contemporary designs in 12 new decorator colors and 10 natural wood finishes. They are available in birch, knotty pine, or oak. Built-in equipment is easily accommodated.

▶ *Wood-Metal Kitchens, Dept. AB, Kreamer, Snyder County, Pa., Booth Nos. 739-740—Coliseum.*

Check No. 1252 on reply card, p. 168.



Sliding windows

The Kota Casement Glider resembles a casement window, but ventilators slide, is fabricated of heavy extruded aluminum with custom trim. Other Kota products at Products Show include sliding doors and double-hung windows.

▶ *Kota Products, Inc., Dept. AB, North Country Rd., Rocky Point, N. Y. Booth Nos. 317-319—Hilton.*

Check No. 1255 on reply card, p. 168.

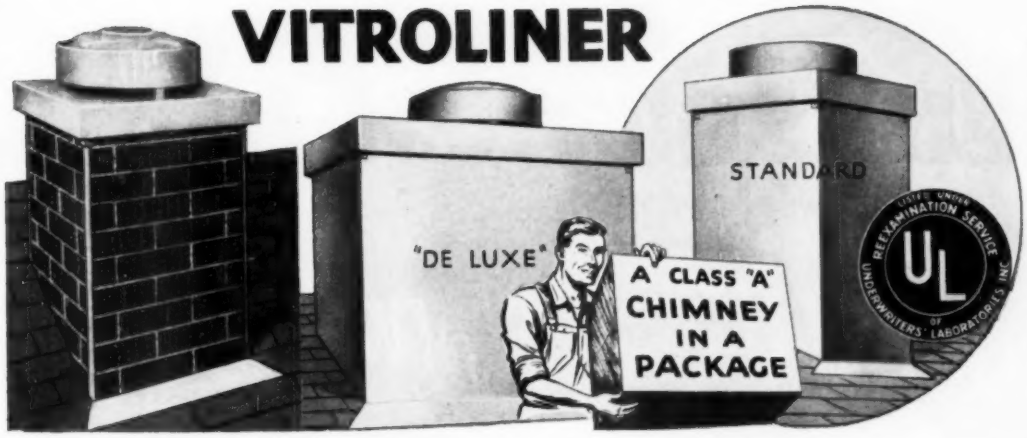
Prefab summer cottage

A summer cottage of attractive contemporary design is the latest in the Techbuilt line of prefabricated packages. A wide variety of sizes and the number of rooms and layouts is available.

▶ *Techbuilt, Inc., 55 Brattle St., Dept. AB, Cambridge 38, Mass. Booth No. 157—Hilton.*

Check No. 1258 on reply card, p. 168.

VITROLINER



Vitroliner Prefab Chimneys Offer Complete Flexibility

5 DIAMETERS—for all types of installations—from ranch houses to 2 story homes, commercial and industrial buildings.

FOR ALL FUELS—oil, gas, coal and wood.

SELECTION of DESIGNS—The STANDARD Top and Housing, for homes and buildings.

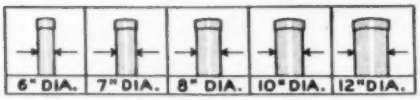
The "DELUXE" Top and Housing for larger type homes and buildings.

THE STANDARD Housing is available in a Flat Surface Finish, factory painted a solid grey, or a red or buff "Brick Effect" Finish, that looks like real brick.

THE "DELUXE" has a flat grey finish and can be painted to match the roof color on the job.

For quotation, send us "X", "Y" and roof pitch dimensions.

Visit our Booth No. 104 at the NAHB Jan. Convention



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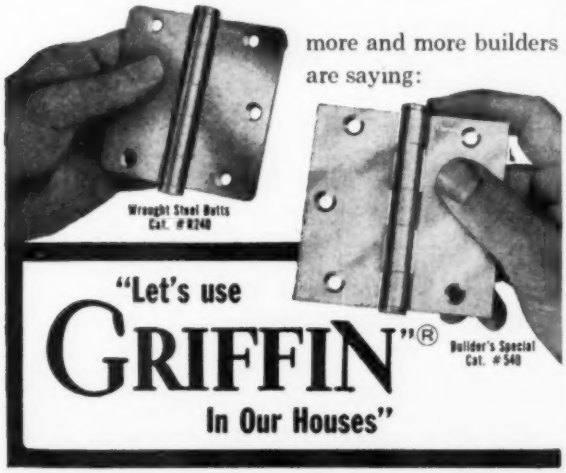
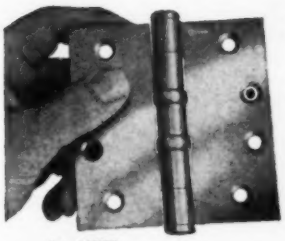


more and more builders are saying:

"Let's use GRIFFIN"® In Our Houses"



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Template Butts, Button Tips with permanently attached Bearings

Here's the "dependable line of hinges to use in all light construction work" . . . that's the trade's way of saying, "We like to buy and use Griffin products."

A full line of wrought steel butts and all shelf hardware. *Send for new catalog sheet on our #540 Builder's Special.*

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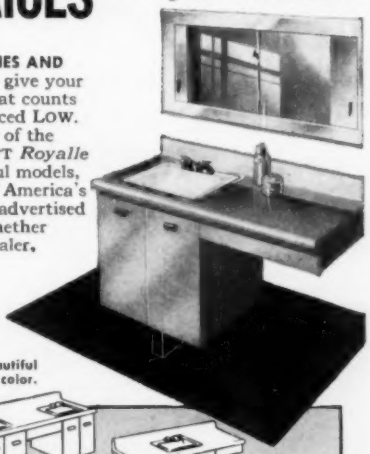
Topcraft helps you get TOP PRICES *for your homes!*



TOPCRAFT VANITORIES AND MEDICINE CABINETS give your homes the PLUS that counts . . . yet, they're priced LOW. Write for literature of the complete TOPCRAFT *Royalle* line . . . SIX beautiful models, skillfully crafted of America's leading, nationally advertised laminates! State whether you're a builder, dealer, distributor, agent.

see FORMICA ad in September issue page 228 which features the beautiful Topcraft Vanitory in full color.

TOPCRAFT, INC.
4207 Menlo Drive • Baltimore 15, Md.

New for '56!...

NEW MODELS

NEW FEATURES

MORRISON

Roly-Doors

STEEL SECTIONAL
OVERHEAD DOORS

NEW PRICES

Nationwide Sales and Service: Morrison Roly-Door Distributors and Dealer-Installers, located in all principal cities, offer prompt delivery and expert installation service on all Morrison Roly-Door models. Look for the one nearest you in the Yellow Pages of your telephone directory or write directly to Roly-Door Division, Morrison Steel Products, Inc., 644 Amherst Street, Buffalo 7, N. Y.

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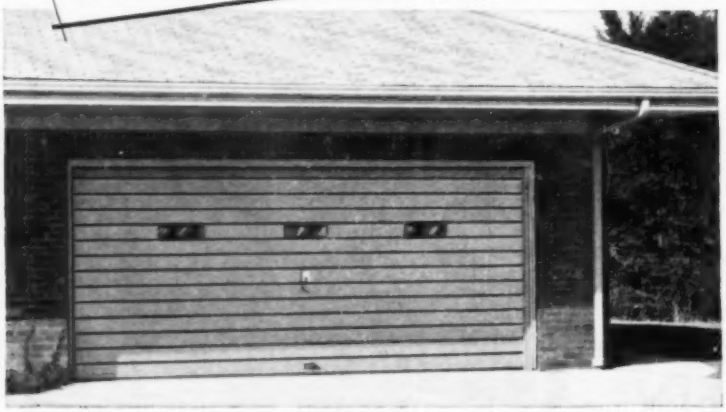
the "IMPERIAL"

Specially designed and built for deluxe installations, it is the finest residential garage door available.



When you want the very best, install the IMPERIAL . . . a garage door that will please the most discriminating home buyer. The IMPERIAL's clean, modern, strikingly simple lines enhance the architectural features of any fine home while keeping the garage door in its proper place.

Feather-touch ease of operation...the weatherproof durability of steel construction...the extra protection of bonderizing ...strict adherence to exacting specifications and dimensions...and innumerable other exclusive features contribute added value and lasting beauty to your better homes. The IMPERIAL is available in over 100 standard sizes for every residential installation.

There's a Morrison Roly-Door for every overhead door

a Complete Line!

the "NIAGARA"

... a NEW 7-section, low-cost garage door

...for multiple-house projects and low budget installations

Now, you can add to the value and saleability of your lower priced homes with a NIAGARA. It costs no more than ordinary wood or one-piece metal doors... well within the limits of the most modest building budget.

This means you can offer today's feature-conscious home buyers all the sales-closing advantages of an all-steel, *sectional* overhead door. Economically durable, it won't rot, warp, shrink or absorb moisture. It's good looking and fits into any style or type of house. It can be painted any color and is guaranteed for one year.

Easy, convenient operation is the NIAGARA's biggest selling point. It goes up completely inside the garage, at a touch. No "shin-busting", swinging out motion to avoid, no dangerous, unsightly projections. Its horizontal design provides safe, convenient handholds anywhere on the door, eliminating pinched fingers, stooping and stretching. The NIAGARA comes in two popular widths — 8 and 9 feet — and two heights — 7 feet and 6 feet 6 inches.

If the garage door you're now using offers any less, change to the NIAGARA. Remember—*it adds to the value of your houses and costs no more than an* ***ordinary*** *garage door.*

---

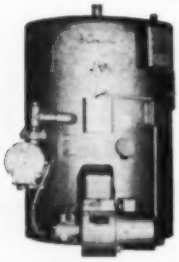
the "COMMERCIAL-INDUSTRIAL"

For every application from refreshment stands and baggage counters to warehouses, loading docks and industrial plants.

Where maximum strength, minimum weight, easy operation, rugged durability and a neat functional appearance are required, you can't do better than the COMMERCIAL-INDUSTRIAL. They're built to withstand all kinds of weather plus the rigors of years of daily use. When open, they're up safely out of the way completely inside the building. They don't occupy valuable floor, driveway or loading space. Nothing is exposed to wind or weather damage. When they're down, they provide a weatherproof closure of maximum security.

Thanks to their unique design and construction, COMMERCIAL-INDUSTRIALS retain their ease of operation and distinctive good looks with minimum attention and maintenance. They can be operated manually, electrically or by remote control, and they range from 8 to 20 feet in width and from 6 feet 6 inches to 14 feet in height.

application... RESIDENTIAL • COMMERCIAL • INDUSTRIAL

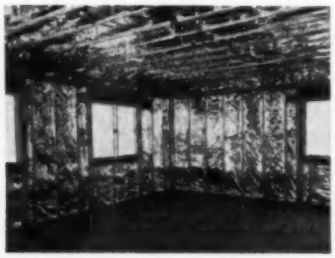


Pre-wired furnace

Named the "Venko," this heating unit is shipped completely wired. This eliminates delay in installation, reduces danger of missing parts. Its crate is designed so that one man can handle the package.

▶ *L. O. Koven & Brother, Inc., Dept. AB, 154 Ogden Ave., Jersey City, N. J. Booth No. 838—Coliseum.*

Check No. 1259 on reply card, p. 168.

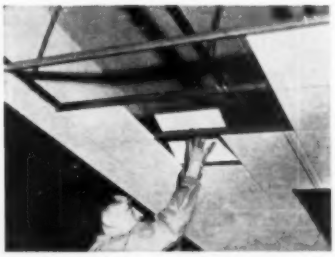


Double-sealed insulation

Known as "Twinsulation," this rock wool insulation is sealed to both sides of its covering. Aluminum foil serves as a heat reflector and vapor barrier on one side, and helps make the entire blanket more effective.

▶ *National Gypsum Co. Dept. AB, 325 Delaware Ave., Buffalo 2, N. Y. Booth No. 12—Hilton.*

Check No. 1262 on reply card, p. 168.

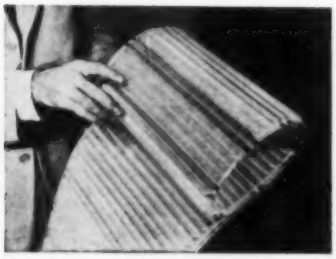


Flexible suspension ceiling

The Accesso suspended acoustical ceiling permits ceiling tiles to be put in place as fast as they can be handled, and to be removed easily for maintenance of utilities above, or the installation of lights.

▶ *BeadeX Mfg. Co., Dept. AB, 4615 8th Ave. NW, Seattle 7, Wash. Booth No. 811—Coliseum.*

Check No. 1265 on reply card, p. 168.

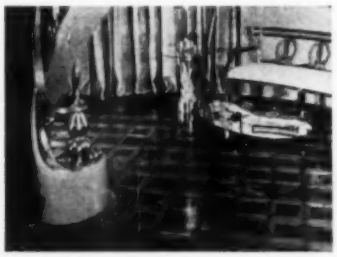


Fluorescent shield

Manufactured from Bakelite vinyl, this new fluorescent light shield controls illumination and brings out the natural color and texture of objects lighted. The sheet will not shatter, and is flexible. It can be used for whole-ceiling lighting.

▶ *Bakelite Co., Div. Union Carbide & Carbon Corp., Dept. AB, 260 Madison Ave., N. Y. Booths 888-889—Coliseum.*

Check No. 1260 on reply card, p. 168.



Historic floor style

Parkay, Inc., has available luxury floors of historic significance in addition to their regular lines. Pictured above is the "Monticello," patterned after one of the floor designs in Thomas Jefferson's home.

▶ *Wood Mosaic Corp., Dept. AB, Parkay Div. 5000 Crittenden Dr., Lexington, Ky. Booth Nos. 472-473—Sherman.*

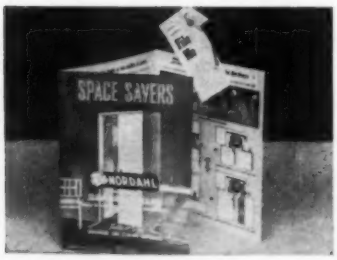
Check No. 1263 on reply card, p. 168.

Cabinets for built-ins

One cabinet that fits practically all built-in ovens and burner tops is achieved by adjustable oven supports to take care of vertical adjustments; the opening for the oven is scribed in the field, thus getting best work height for housewife.

▶ *Lyon Metal Products, Inc., Dept. AB, Aurora, Ill., Booth Nos. 708, 709—Coliseum.*

Check No. 1266 on reply card, p. 168.



Sliding-door frames

This sliding-door package includes the door pocket, complete with all hardware, precut and ready to assemble jambs. Units are available for either lath and plaster, or dry-wall construction.

▶ *Nordahl Mfg. Co. Dept. AB, 180 Alameda Ave., Burbank, Calif. Booth Nos. 239-240—Hilton.*

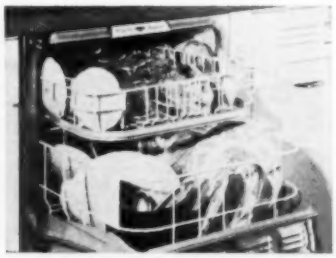
Check No. 1261 on reply card, p. 168.

New color service

In addition to their regular architectural rendering and scale-model service, this California firm now offers professional color consultation to builders, particularly those putting up large developments.

▶ *Qvale and Associates, Dept. AB, 2525 W 7th St., Los Angeles 57, Calif. Booth Nos. 324-326—Hilton.*

Check No. 1264 on reply card, p. 168.



Automatic dishwasher

A new undercounter automatic dishwasher with pushbutton control has lighted control dial to permit manual operation. Automatic device injects solution that "makes water wetter" into final rinse water.

▶ *Hotpoint Co., Dept. AB, 5600 West Taylor St., Chicago, Ill. Booth Nos. 84, 85, 102, 103—Hilton.*

Check No. 1267 on reply card, p. 168.

Make Selling EASIER with...

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Show YOUR PROSPECTS OVER 1,250 PLANS

In These 18 Beautiful Books

Builders Like This Complete Plan Service

Helping your prospects find the right plan for their new home means easier selling for you . . . and Garlinghouse has the largest and finest selection of home plans . . . all styles and sizes . . . 1 to 4 bedrooms . . . many in full color.

Garlinghouse Plan Books show pictures and floor plans with square and cubic footage. Your prospects will like the ease and convenience of choosing their new home from them. A kit of these beautiful books kept handy at all times helps turn prospects into contracts.

Best of all, complete working plans, specifications, lumber and mill lists are available for each design—at low cost. These plan sets are a fine investment because they eliminate unnecessary planning costs and both you and your customer know in advance what is being offered—thus avoiding misunderstandings.

FAST SERVICE—Complete plan sets are sent by return mail (24-hour service) POSTPAID to avoid delays.

GUARANTEE—All transactions with the L. F. Garlinghouse Co., Inc., are on a money-back guarantee basis. Unused plans may be returned within five days for full credit on other plans or for cash refund.

Special Offer!

SAVE $2.75 BY ORDERING COMPLETE "Plan Library" OF 18 BOOKS — FOR $8.00

Gives you a complete showing for your prospects.

EXTRA WITH ABOVE OFFER

FREE Copy of New Book—"Plans for New Homes." This is a beautiful revised edition not included in Complete Set. Shows 86 plans, 32 in color.

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1. ☐ **RANCH AND SUBURBAN**—125 very popular ranch-type designs—both conventional and contemporary. Suitable for town and country. Many in color .....50¢
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3. ☐ **HOMES IN BRICK**—114 designs of medium and large homes. Includes color section of ranch styles in brick, stone and frame ..$1.00
4. ☐ **SUCCESSFUL FIREPLACES**—200 pictures, outdoor (patio) and indoor types including correct construction details. Reliable, authentic, information .....75¢
5. ☐ **ALL-AMERICAN HOMES** 3rd edition—featuring 120 different designs in varied types of construction. 64 in full color .....50¢
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7. ☐ **AMERICA'S BEST**—2nd edition. Over 120 outstanding designs. All styles 2 and 3 bedroom. 64 in full color .....50¢
8. ☐ **COLONIAL HOMES**—A very fine selection—perhaps our finest. All types, Cape Cod Southern, New England. 1½ and 2 stories—2 to 4 bedrooms .....50¢
9. ☐ **DELUXE SMALL HOMES**—Our 5th edition and largest selection of finest, modern designs. All time-tested for popularity. 1 to 3 bedrooms. 64 in full color $1.00
10. ☐ **NEW SMALL HOMES**—Over 80 new plans, 32 in full color. Many sizes, 650 to 1175 sq. ft. floor space, 1, 2 and 3 bedrooms 50¢
11. ☐ **100 NEW HOMES**—A wide variety of styles—ranch, colonial and modern—makes selecting easy. 2 to 4 bedrooms. Many in color 50¢
12. ☐ **NEW BRICK HOMES**—64 designs in brick exteriors, every one a genuine beauty. Wide range of styles and sizes .....50¢
13. ☐ **SMALL SOUTHERN HOMES**—55 very pleasing designs for small families. All one story. Mostly 2 bedroom—a few 3 bedroom. Suitable for all areas 50¢
14. ☐ **DUPLEX DESIGNS**—41 varied designs of 1 and 2 story duplexes and small apartments in brick, stone and wood .....50¢
15. ☐ **KAMP KABINS AND WEE HOMES**—Over 60 designs suitable for year around and summer use—in town or country ....50¢
16. ☐ **NEW AMERICAN HOMES**—98 of our most popular larger homes. A beautiful selection—tested for popularity $1.00
17. ☐ **BLUE RIBBON HOMES**—One of our most popular books—2nd edition. 107 designs. 32 in full color .....50¢
18. ☐ **YOUR NEW HOME PLANS**—A 2nd edition of 119 designs (many in color) widely varied in style and materials—2 and 3 bedroom 50¢
19. ☐ **SPECIAL OFFER**

ALL BOOKS POSTPAID IN U.S. AND CANADA

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Dept. AM-9 GARLINGHOUSE BLDG., TOPEKA, KANSAS

Enclosed is $..... in cash, check or money order for books checked above.

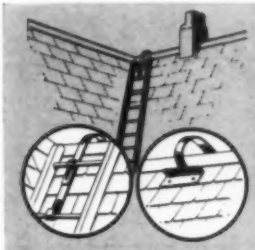
☐ Contractor

Name ..... ☐ Dealer

Address .....

City ..... State .....

"TROUBLE SAVER"® Scaffolding Accessories



LADDER HOOKS

Has pivot that allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 lbs.

ADJUSTABLE ROOFING BRACKET

Provides safe staging at any pitch. Suited to all kinds of jobs, any type of roofing. Holds 2"x10" plank. Weight, 5¾ lbs.

LADDER JACKS

RAIL-TYPE JACK. Use of side rails of ladder for support provides extra safety. Weight, 24 lbs. a pair.

ONE MAN JACK

Adjusts to any pitch on either side of ladder. Weight, 20 lbs. a pair.

"TROUBLE SAVER" SHINGLERS

Two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by just two nails. Can be removed without raising shingle.

• ***BE SURE TO WRITE*** for complete information on all "Trouble Saver" Scaffolding accessories.

THE STEEL SCAFFOLDING COMPANY, INC. Dept. AB
856 Humboldt Street, Brooklyn 22, N.Y.
Telephone: EVergreen 3-5510

50-50 PUSHOVER

ALLITH

GARAGE DOOR HARDWARE

USE YOUR OWN OR ANY STANDARD DOOR

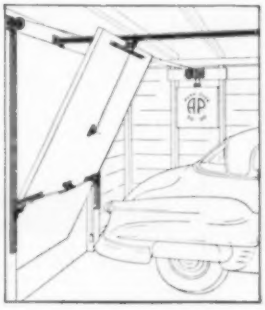
NO MAINTENANCE COSTS

SIMPLIFIED INSTALLATION

ADAPTABLE FOR ANY TYPE GARAGE

ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.



MANUFACTURED BY

ALLITH PROUTY, INC.

DANVILLE, ILLINOIS

All-aluminum screens

This all-aluminum window screen, is made in sizes to fit all double-hung wood windows. A built-in template assures accurate installation; no fitting or painting, is non-staining. Put up from inside with 5 screws.

▶ *Rudiger-Lang Co., Dept. AB, 2701 8th St., Berkeley, Calif. Booth No. 346—Hilton.*

Check No. 1268 on reply card, p. 168.

Oil-fired boiler

An oil-fired boiler for residential use, the "Pilgrim," can be used with minor adjustment for steam- or water-heating systems. Ideally suited for small space installations in basements, utility rooms, closets.

▶ *Richmond Radiator Co., Dept. AB, P. O. Box 111, Metuchen, N. J. Booth Nos. 797-798; 822-824—Coliseum.*

Check No. 1269 on reply card, p. 168.

Aluminum window

Best-Vent, an aluminum window features balanced ventilation. Known as counter-balanced double-hung, it is said to be easiest opening window on market. Offered in extra-wide widths, in a wide range of sizes.

▶ *Perfit Products Corp., Dept. AB, 1200 East 52 St., Indianapolis, Ind. Booth Nos. 352-354—Hilton.*

Check No. 1270 on reply card, p. 168.

ROCFORM SYSTEMS

ASSURE

Greater Speed, Quality and Economy

DAY PRECISION WALL, Inc.
MODERN CONCRETE WALL CONSTRUCTION
3161 WERK ROAD
Cincinnati 11, Ohio

November 3, 1955

Rocform Corporation
15160 W. 8 Mile Road
Detroit 35, Michigan

Gentlemen:

After 24 years in the concrete business it became apparent that I needed a forming system that was fast, economical and accurate to construct walls to satisfactorily compete with other concrete contractors while at the same time I was trying to satisfy the demands of my customers. I found these requirements satisfactorily incorporated in 1 of Rocform Systems.

Three years ago I purchased my first set of Rocforms and now have better than five sets in operation at the rate of over 500 units per year. Many of the panels still being used are original purchases of three years ago.

Rocforms have enabled me to considerably reduce and control my forming costs while giving me the high quality balance of the superior quality of wire tured nut.

I would unreservedly recommend Rocforms to any concrete contractor who is looking for a forming system that will place him in a more competitive position than any other system on the market today.

Yours truly,

Joseph E. Day

Jos. E. Day

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Rocform corporation

CONCRETE FORMING ENGINEERS

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Visit our NAHB booth #453

The Best STEEL PLASTER GROUNDS

(FOR DOORS AND WINDOWS)

The COMPLETE **QUALITY LINE**

- Hot galvanized steel
- True, precision-rolled shapes
- Excellent paint adherence
- 1/2", 3/4" and 7/8" grounds
- Standard 7', 7'3" and 10' lengths
- Shipped in wooden crates

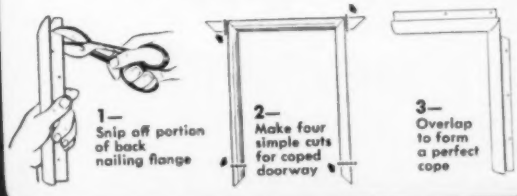
NO. 50 QUARTER-ROUND

FACTORY MITERED

Right hand miter one end; left-hand other

For COPED JOINTS here's how:

(No hemmed edge to interfere)



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How to build big-kitchen sales appeal in small-kitchen space

Flexible Youngstown steel Kitchens make it easy to satisfy the F.H.A., your prospects, and your budget!

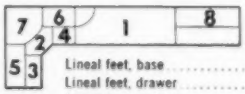
Now you can turn even the smallest kitchen into a big selling feature!

Take the Youngstown Kitchen shown above. It fits easily into an eight-by-twelve foot room—satisfies F.H.A. requirements – yet offers enough *plus* features to sell any housewife. Big, beautiful Diana Cabinet Sink; rotary corner base cabinet; gorgeous color at no extra cost. We'll help you plan kitchens like this . . . give you sales appeal on a budget! And more . . .

- You'll save on cost—at mass-production prices
- You'll save on installation—units are prefabricated, pre-painted
- You'll save on delivery time – 91 warehouses carry complete stocks
- You'll save on complaints—steel units won't warp, rot, swell, or stick

For information on how Youngstown Kitchens can help *you* sell, call your Youngstown Kitchens distributor; or write: *Director of Marketing, Youngstown Kitchens, Dept. AB-156, Warren, Ohio.*

This compact kitchen meets F.H.A. requirements for a 3-bedroom home!



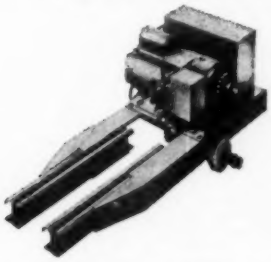
Lineal feet, base	10.2
Lineal feet, drawer	9.25
Lineal feet, shelving	28.60

1—Diana Cabinet Sink.
2, 3, 4—Rotary corner, 21" and 15" base cabinets.
5, 6, 7—Rotary corner, 27" and 21" wall cabinets.
8—Wall cabinet, 42" wide, 18" high.

STEEL Youngstown Kitchens

for that New Home look

SOLD IN THE UNITED STATES, CANADA, AND MOST PARTS OF THE WORLD • MULLINS MANUFACTURING CORPORATION, WARREN, OHIO



Improved door operators

Electric operators for doors by Overhead, now have enclosed motors on all models. Insures trouble-free operation because of exclusion of dirt from operating parts. Variety of types offered. Shown here, Model G.

▶ *Overhead Door Corp., Dept. AB, Hartford City, Ind. Booth No. 14—Hilton.*

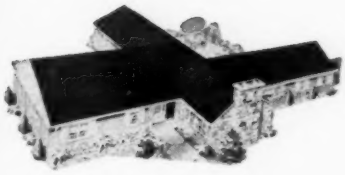
Check No. 1271 on reply card, p. 168.

Basement at grade level

New Place home, the "Gradement," features a basement area at grade level. House is built and sold in unfinished form. It can be left this way and used as a basement, or it can be finished off and used as a playroom, hobby room.

▶ *Place Homes, Inc., Dept. AB, 1212 So. Walnut St., South Bend, Ind. Booth No. 249—Hilton.*

Check No. 1274 on reply card, p. 168.

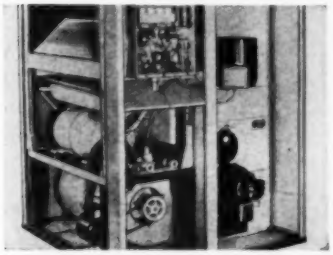


Factory-built home

The "Broadwood," a factory-built home has a 19'8" x 24' living room, a dining room and family room. House with 2,496 sq. ft. includes 3 bedrooms, 2 baths. Buyer chooses accessories and finishes. Package price: $8,878.

▶ *Pease Woodwork Co., Pease Homes Div., Dept. AB, 900 Forest Ave., Hamilton, Ohio. Booth No. 250—Hilton.*

Check No. 1277 on reply card, p. 168.

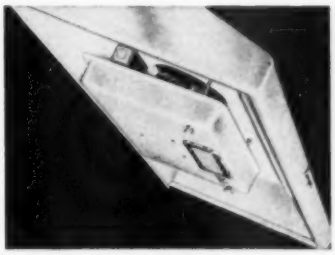


Luxaire year 'round unit

The Luxaire, a year 'round air conditioning unit, incorporates a 5-ton capacity cooling system and 175,000 Btu input heating system in the same cabinet. Measures: 51 in. wide, 50 in. deep, 68 in. high.

▶ *C. A. Olsen Mfg. Co., Dept. AB, Elyria, Ohio. Booth Nos. 758, 759, 774, 775—Coliseum.*

Check No. 1272 on reply card, p. 168.



Kitchen stove hood

The UC-50, a kitchen stove hood, UL approved, is low-priced undercabinet hood with blade-type fan, recessed light under frosted glass. In white or coppertone baked enamel in 42-in. or smaller sizes. Other finishes, sizes available.

▶ *Roberts Mfg. Co., Dept. AB, P.O. Box 177, Cleburne, Texas. Booth No. 879—Coliseum.*

Check No. 1275 on reply card, p. 168.

Bilt-In refrigerator, freezer

Revco's Bilt-In 8.4 cu. ft. refrigerator has automatic defrost, shelves on door, butter and cheese keeper. Freezer (6.3 cu. ft.) has 3 ice cube trays, open-storage rack. Suggested list price: for refrigerator, $354.95; for freezer, $329.95.

▶ *Revco, Inc., Dept. AB, Deerfield, Mich. Booth Nos., 355-356—Hilton.*

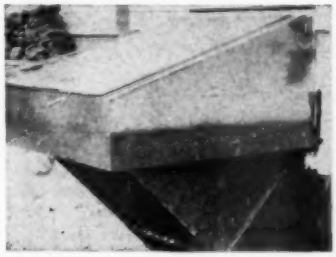
Check No. 1278 on reply card, p. 168.

Bathtub cover protection

Coat-A-Tub protects bathtubs while construction work goes on. A plastic coating applied with white-wash brush, it dries to a flexible film which can be peeled off. One gallon will cover 4 to 5 tubs.

▶ *Protectub, Inc., Dept. AB, 71 Ludlow St., New York. Booth No. 821—Coliseum.*

Check No. 1273 on reply card, p. 168.

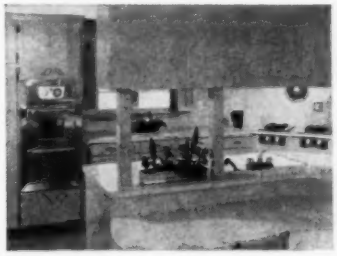


Basement entranceway

Pak-Cel, a packaged basement entranceway, includes foundation or well, stairway and counterbalanced door. Constructed of steel, all surfaces below grade are protected with a layer of asphalt undercoating.

▶ *Pak-Cel, Dept. AB, 18 Nottingham Dr., Natick, Mass. Booth No. 855A—Coliseum.*

Check No. 1276 on reply card, p. 168.

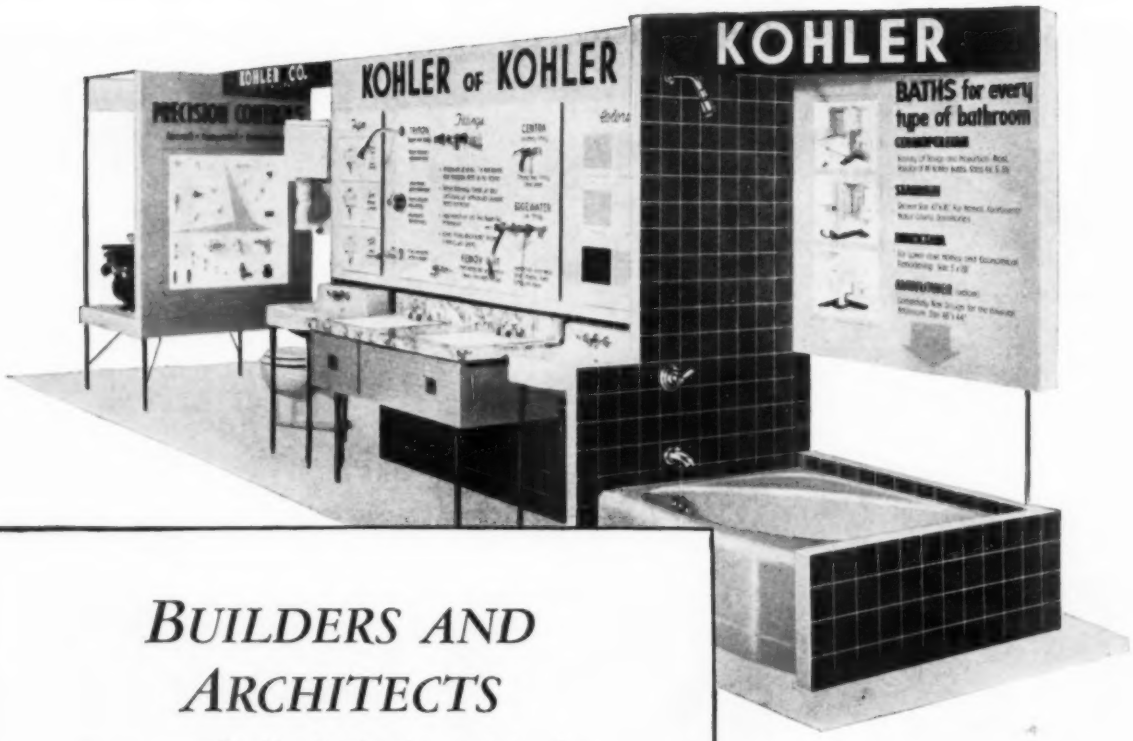


Tem-Trol top burner

The Tem-Trol top burner provides a wide range of cooking temperatures. Reaches desired cooking temperatures fast, and holds until foods are cooked. Temperatures as low as 150 degrees, can be maintained. Price: $245 to $385.

▶ *Geo. D. Roper Corp., Dept. AB, Blackhawk Park Ave., Rockford, Ill. Booth No. 748—Coliseum.*

Check No. 1279 on reply card, p. 168.



BUILDERS AND ARCHITECTS

are cordially invited to visit the

KOHLER EXHIBIT

at the National Housing Center,
Washington, D.C.

The Kohler exhibit on the second floor of the National Housing Center displays a representative selection of Kohler plumbing fixtures and fittings, together with other Kohler products.

Kohler Co. welcomes the opportunity, afforded by this new project, to provide builders and architects with information about its products and their functions, as well as evidence about Kohler quality. We believe you will find it interesting and instructive to stop at the Kohler exhibit when visiting this "show case" of American home building.

Be sure to visit our exhibit at the N.A.H.B. Convention in the Conrad Hilton Hotel—January 22-26.

Kohler Electric Plants, shown in the exhibit, provide a convenient, portable, cost-saving source of electricity for power tools and lighting used in home-building and other construction. Sizes from 500 watts to 35 KW include stand-by models for protection when central station power fails.

Kohler Co., Kohler, Wisconsin • Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

Filter purifies air

"Smog-free," a portable filtering device filters air of all known gases, and other impurities that evade conventional air conditioning systems. Unit plugs in wall. Offered in 2 sizes. Retails for $79.50 and $119.50.

▶ *Radex Corp., Dept. AB, 2076 Elston Ave., Chicago 14, Ill. Booth No. 801—Coliseum.*

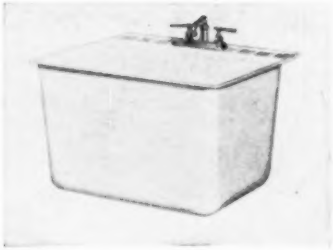
Check No. 1280 on reply card, p. 168.

Gas kitchen and laundry

22 units are featured in a coordinated exhibit by New Freedom Gas Kitchen and Laundry Bureau, American Gas Assn., cooperating with leading cabinet, gas appliance manufacturers.

▶ *American Gas Assn., Dept. AB, 420, Lexington Ave., New York 17, N. Y.* Booth No. 701-711, 734-744, 745-755, *778-779—Coliseum.*

Check No. 1283 on reply card, p. 168.



Boltless Fiberglas tub

For counter-top installation, this 21-gal. fiberglas tub is impervious to soaps, detergents, mild acids, drain solvents; maintains blue-green color for life; is crack-proof. Mounted on grey enameled steel stand.

▶ *Wessels Co., Dept. AB, 1625 East Euclid Ave., Detroit 11, Mich. Booth No. 407—Sherman.*

Check No. 1286 on reply card, p. 168.

Preway built-in kitchen

The Preway "Modular Kitchen Center" units are designed to accommodate the company's line of Bilt-Ins. Consists of cabinet which holds counter-top unit, oven section, and a cabinet placed below oven. In both gas and electric.

▶ *Preway, Inc., Dept. AB, 1430 Second St., Wisconsin Rapids, Wisc Booth No. 767—Coliseum.*

Check No. 1281 on reply card, p. 168.

Processed brick-tile

Wherever concrete is used on horizontal surfaces, Ornamented Concrete Process can be used making use of specially designed tools to form pleasing colored surfaces in various designs—brick, tile, etc.

▶ *Ornamented Concrete, Inc., Dept. AB, P.O. Box 3426, Carmel, Calif. Booth No. 830—Coliseum.*

Check No. 1284 on reply card, p. 168.

Invisible water repellent

Thoroclear, a new clear silicone-base water repellent, for all types of brick, limestone, sandstone, concrete surfaces, does not change color or texture of masonry. Thoroclear was used on church shown above.

▶ *Standard Dry Wall Products, Inc., Dept. AB, Box X, New Eagle, Pa., Booth No. 152—Hilton.*

Check No. 1287 on reply card, p. 168.

Aluminum hot-water heater

The "Alumilux," an all-aluminum water heater, gives high-water temperatures up to 180 degrees, because aluminum can withstand hotter water than most materials. Aluminum won't rust, so no rusty water.

▶ *Clayton and Lambert Mfg. Co., Dept. AB, Reynolds Metals Co., Louisville, Ky. Booth Nos. 227-229—Hilton.*

Check No. 1282 on reply card, p. 168.

Expansible pre-built

Shown is "Sun Valley," one of Farwest Homes' expansibles. Package consists of pre-assembled exterior walls, pre-hung mahogany doors, mahogany storage walls. Trusses, interior walls, trim partially assembled or pre-cut.

▶ *Farwest Homes, West Coast Mills, Dept. AB, Chehalis, Wash., Booth No. 371—Hilton.*

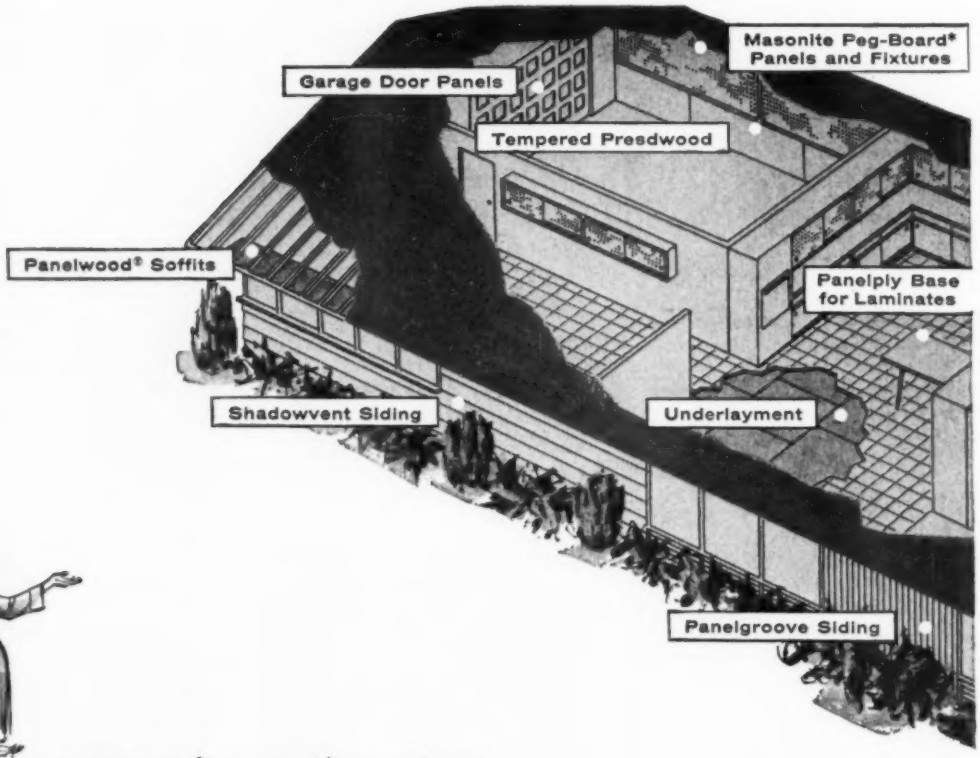
Check No. 1285 on reply card, p. 168.

Single-hung window

New APCO window features Pullman stainless steel tape balances, built-in Schlegel aluminum-backed woven wool pile weatherstripping around entire perimeter of operating sash, twin locks, new integral nailing fins.

▶ *Aluminum Products Co., Dept. AB, 1901 Franklin, Houston 2, Tex. Booth No. 868—Coliseum.*

Check No. 1288 on reply card, p. 168.



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Presdwood means Progress in providing more home for the money! Strong, hard and entirely free of knots of grain, these durable panels work and fit like wood, take and hold surface finishes beautifully. Your lumber dealer can supply Presdwood® for every panel need—more than 44 types, textures and thicknesses in all. Many are available in Primecote, a smooth, dense first coat sealed on at the factory to save your finishing time. Send coupon for free brochure.

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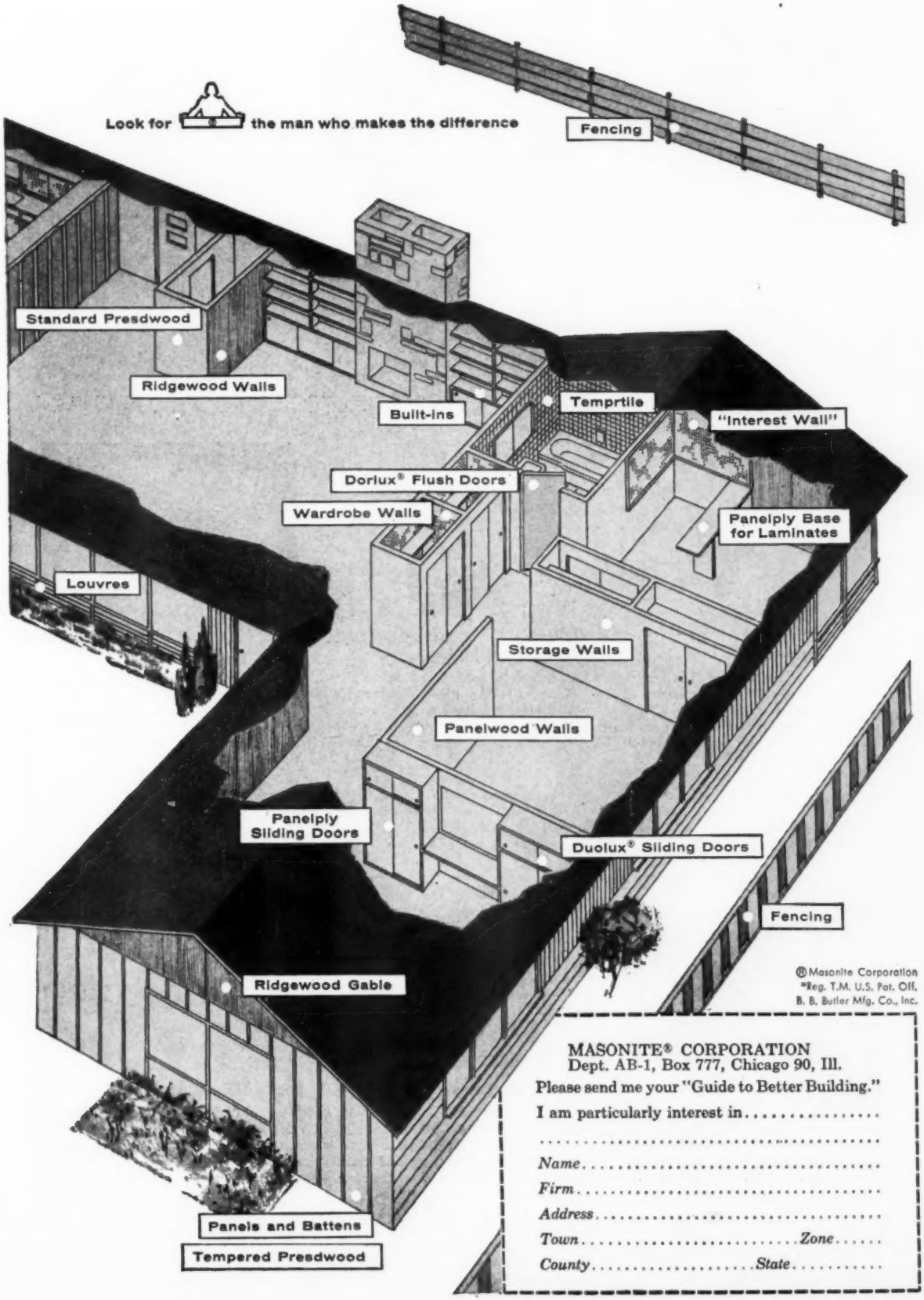

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Please send me your "Guide to Better Building."
I am particularly interest in.....
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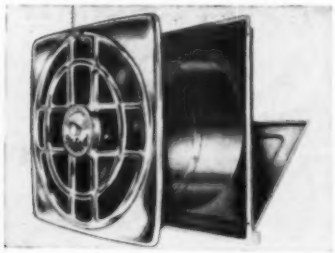
County.....*State*.....

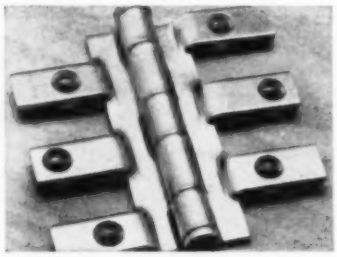


Range hood, door chimes

Range hoods and a complete line of door chimes will be added to the list of products of the Progress Mfg. Co. early in 1956. The company presently manufactures all-purpose lighting fixtures, and ventilating fans.

▶ *The Progress Mfg. Co., Inc., Castor Ave. and Tulip St., Philadelphia 34, Pa. Booth Nos. 721-722—Coliseum.*

Check No. 1289 on reply card, p. 168.



Non-mortise hinge

Non-mortise hinge for wood residential doors comes in sizes up to 1¾-in. thick. Only a screwdriver is needed to hang the door. Design assures exact ⅛-in. clearance between door and jamb. Made in 3½-in. size.

▶ *McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa. Booth No. 217—Hilton.*

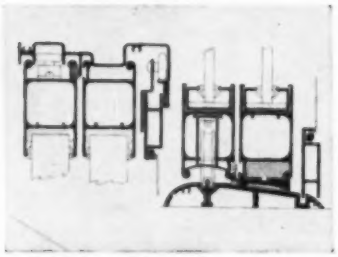
Check No. 1292 on reply card, p. 168.

Weatherproof panels

A resin-impregnated facing on the outside surface makes Weldwood "Duraply" virtually weatherproof. The surface treatment keeps down grain, prevents checking, gives good results with 2 paint coats instead of 3.

▶ *U. S. Plywood Corp., Dept. AB, 55 West 44th Street, New York 36, N. Y. Booth No. 147-149—Hilton.*

Check No. 1295 on reply card, p. 168.



Sliding-glass door unit

The Capri, a new-type sliding glass-door unit, suitable for installation in any area regardless of severity of cold or heat, is designed for 1" Thermopane insulating glass, with alternate version for ¼" plate glass.

▶ *T. V. Walker & Son, Inc., Dept. AB, P.O. Box 547, Burbank, Cal. Booth No. 479-480—Sherman.*

Check No. 1290 on reply card, p. 168.

Water, heat piping

A complete line of red brass pipe and copper tubing will be shown at the convention by Anaconda. Included will be copper tubing for water supply and waste lines, and preformed copper heating panels.

▶ *The American Brass Company, Dept. AB, Waterbury, Connecticut. Booth No. 145-146—Hilton.*

Check No. 1293 on reply card, p. 168.

Super-fast dryer

A drying cycle of only 20 to 27 minutes is a feature of the new Bendix Super Fast Dryer. This speed is faster than most washer cycles, and will thus eliminate piling up of wet clothes between the 2 appliances.

▶ *Crosley & Bendix Home Appliances, Div. of Avco Mfg. Corp., Cincinnati 25, Ohio. Booth Nos. 158-163—Hilton.*

Check No. 1296 on reply card, p. 168.

Factory-primed siding

Economy, durability and ease of application are claimed for this factory-primed siding. The prime coat is a synthetic resin emulsion that permits excellent adhesion and harness of the second coat.

▶ *The Upson Company, Dept. AB, Stevens St., Lockport, New York. Booth No. 20—Hilton.*

Check No. 1291 on reply card, p. 168.

Folding stairway

Double hinges on folding joints have been added to Precision & Simplex folding stairways. The double hinge makes the stairways strong and rigid. Bolted braces beneath each of the steps have also been added.

▶ *Precision Parts Corp., Dept. AB, 400 North First St., Nashville, Tenn. Booth No. 501—Sherman.*

Check No. 1294 on reply card, p. 168.

Lockset finishes

Kwikset offers 7 different "400" line color combinations. Available in brass and black, bronze and black, bronze and aluminum, chrome and black, aluminum and bronze, aluminum, black and solid black.

▶ *Kwikset Sales and Service Co., Dept. AB, Anaheim, Cal. Booth Nos. 462-465. —Sherman.*

Check No. 1297 on reply card, p. 168.

Add extra charm
and extra Sales Appeal
with window sills of . . .

Carrara Structural Glass!

Carrara® Glass Window Sills can add an extra touch of beauty and practicality to the homes you are building. Carrara Glass has a beautiful, polished surface that will not be affected by water, moisture, condensation or cleaning compounds.

PITTSBURGH PLATE GLASS COMPANY

Goldblatt

knuckle-saver
dry-wall

HAMMER

Rounded head dimples board perfectly for firmer nailing, easier spotting. Circular grooves stop paper bruises! Hickory handle is off-set for maximum striking power. Blade is wedge shaped for prying boards into place. Order No. DWOH. Guaranteed. Check, money order or C.O.D. FREE GOLDBLATT TOOL CATALOG: send name and address on postcard.

$6.00 (postage-paid)

GOLDBLATT TOOL CO., Dept. R-1
1912 Walnut, Kansas City 8, Mo.

Grillcraft BARBECUE UNIT

Use *ONE* Unit For *BOTH* INDOOR and OUTDOOR FIREPLACES!

For installation in amusement rooms, kitchens, porches, breezeways, summer cottages, screen houses and in the yard.

INTERCHANGEABLE! SIMPLY LIFT IT OUT!

- Controls The Heat For Any Meat
- Crank Adjusts Fire Basket
- Burns Charcoal, Logs or Wood
- Use ONE Unit The Year Around

Write for FREE FOLDER With Fireplace Plans

GRILLCRAFT CO.
Dept. AJ—477 E. 7th St.
St. Paul 1, Minn.

NOW! UNEXCELLED PERFORMANCE FROM

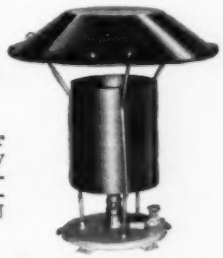
INSTO-HOT **SALAMANDERS**

AND INFRA-RED HEATERS

Accepted and Approved By Thousands of Users!

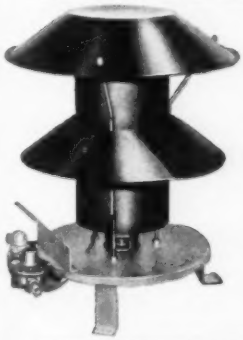
INSTO-HOT No. 1405 CYLINDER MOUNTED

No. 1405 Cylinder Mounted Salamander when attached to the No. 35 Insto-Gas Cylinder makes a self contained unit, that is easy to carry anywhere. No pressure regulator required. Maximum BTU input over 150,000 per hour.



INSTO-HOT No. 1410 FLOOR-TYPE

No. 1410 Floor-type Salamander is attached to the cylinder by means of high pressure Insto-Gas Hose. No pressure regulator required. Maximum BTU input over 150,000 per hour.



INSTO-HOT No. 1415 WITH AUTOMATIC CONTROLS

No. 1415 Salamander is equipped with 100% safety shutoff valve with Thermopilot (AGA Approved Controls). The New No. 1415 has a pressure regulator mounted on the Salamander which makes it unnecessary to have cylinder near by. Perfect operation with over 50′ of hose is assured. Maximum BTU input 100,000 per hour.

INSTO-HOT INFRA-RED HEATERS No. 1420

(Schwank Patented)

Sunrays are now duplicated by this revolutionary heater that has scored tremendous success in Europe. The ceramic catalyst burners give off intense infra-red heat energy. Just like sunrays, these Infra-red rays will heat ANYTHING, ANYWHERE, ANYTIME.

Write TODAY for complete information:

INSTO-GAS CORPORATION • DETROIT 7, MICHIGAN

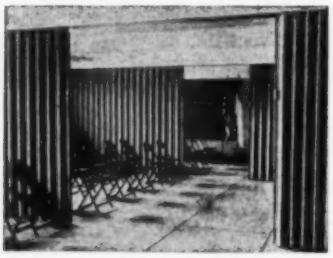
In Canada: W. H. CUNNINGHAM & HILL LTD., Toronto 2, Canada

INSTO-GAS CORPORATION, Detroit 7, Michigan AB

Send facts on INSTO-HOT SALAMANDERS and INFRA-RED HEATERS.

NAME_____

ADDRESS_____

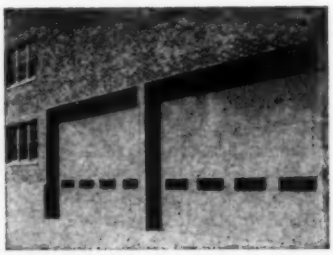


Accordion folding door

Straits' accordion-fold door consists of a rust-resistant steel frame of interlacing collapsible and extensible hinges having a pantograph action. Frame is a durable, sunfast, flame-resistant, mildew-proof Terson vinyl plastic fabric.

▶ *Straits Products Inc., Dept. AB, 2700 Franklin St., Detroit, Mich. Booth No. 303—Coliseum.*

Check No. 1298 on reply card, p. 168.

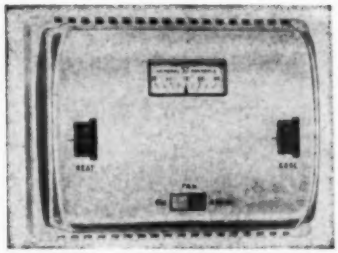


Sectional doors

"Insul-Core" flush sectional doors are flush, smooth-looking doors which can be custom-built to blend with any style of architecture. Dead-air space is trapped between 2 plywood sheets providing a natural heat-loss barrier.

▶ *Graham Industries, Inc., Dept. AB, 6901 Carnegie Ave., Cleveland, Ohio. Booth No. 878—Coliseum.*

Check No. 1301 on reply card, p. 168.



Automatic thermostat

New thermostat insures complete automatic summer-winter temperature control. Two dials allow setting of desired heating and cooling temperatures. Case is "twin silhouette" of satin-finished stainless steel.

▶ *General Controls Co., Dept. AB, 801 Allen Ave., Glendale 1, Calif. Booth No. 368—Hilton.*

Check No. 1302-B on reply card, p. 168.

Built-in stove, oven

Utility Appliance Corp. presents its first built-in models featuring top burner timer, Char-Glow Hi-Broiler, rotisserie and the new Oven Sentinel that automatically times roasts. Delivery: early 1956.

▶ *Utility Appliance Corp., Dept. AB, 4851 South Alameda St., Los Angeles, Calif. Booth No. 392—Hilton.*

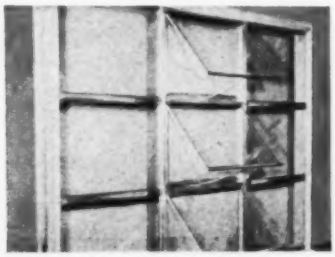
Check No. 1299 on reply card, p. 168.

Built in cooking units

Home-'N-Ranch oven-broiler unit is a one piece seamless tank-type oven that has all corners rounded for easy cleaning. Oven racks adjustable to 4 heights, are of non-tilt type when withdrawn.

▶ *Phillips & Buttorf Mfg. Co., Dept. AB, 217-223 Third Ave., N., Nashville, Tenn. Booth No. 749—Coliseum.*

Check No. 1302 on reply card, p. 168.



Aluminum window

The "Flex-a-lite" aluminum window may be used in walls of windows, in ribbons of windows, for single openings or conventional size openings. Unit is made in one basic size and four variations. It is completely weatherstripped.

▶ *Altex Engineering Co., Dept. AB, P.O. Drawer 570, Summerville, S.C. Booth Nos. 410-411—Sherman.*

Check No. 1302-C on reply card, p. 168.

Magnetic catch

Ra-Tox Fashionfold wood folding doors feature a magnetic catch as an integral part of the handle. It contains 2 floating units which hold door closed even when door post and jamb are not perfectly aligned.

▶ *The Hough Shade Corp., Dept. AB, 1023 So. Jackson St., Janesville, Wis., Booth Nos. 237-238—Hilton.*

Check No. 1300 on reply card, p. 168.

Washable interior paint

A washable, ready-to-use interior paint that requires no mixing and has a built-in primer, sealer and undercoat combines latex and alkyd resin materials. The washable paint is non-porous and non-absorbent.

▶ *National Chemical & Mfg. Co., Dept. AB, 3617 S. May St., Chicago, Ill. Booth No. 504—Sherman.*

Check No. 1302-A on reply card, p. 168.

Tub enclosure

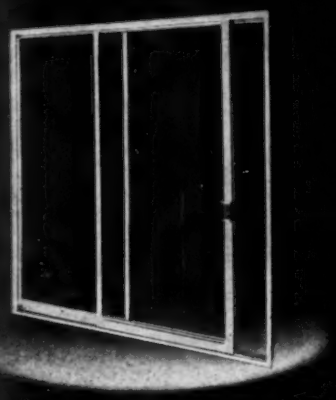
The American Maid No. 3 is manufactured with nylon rollers in the header for silent operation. It can be installed in less than half an hour. Each unit is individually packaged containing all necessary parts.

▶ *American Shower Door Co., Inc., Dept AB, 936 N. Cahuenga Blvd., Hollywood, Calif. Booth No. 364—Hilton.*

Check No. 1302-D on reply card, p. 168.

announcing for 1956

ARCADIA STOCK ALUMINUM sliding glass doors



America's finest, Arcadia's newest aluminum sliding glass door is now available in 27 stock sizes—***priced to bring Arcadia quality within reach of all building budgets.*** Aluminum or steel, custom or stock, single or double glazed... there's an Arcadia door to meet your needs. See Arcadia's new Stock Aluminum Door at the NAHB Convention in Chicago...or contact your nearby Arcadia distributor for complete details.

arcadia *sliding glass doors*

ARCADIA METAL PRODUCTS • FULLERTON, CALIFORNIA

Help build a better America... See an architect

Distributors in Canada, Puerto Rico and throughout the U.S. See Yellow Pages under "DOORS, Sliding." National Member Producers' Council, Inc., and National Association of Home Builders

ARCADIA DOORS featured in these award winning NAHB HOUSES for '56:

GEORGE D. BIXBY, builder, Phoenix, Arizona • Roy Flesh, architect
DAVID D. BOHANNON ORGANIZATION, Santa Clara, California • Mogens Morgensen, architect
EICHLER HOMES, Palo Alto, California • Joseph L. Eichler, builder, Jones & Emmons, AIA, architects
GERHOLZ COMMUNITY HOMES, Flint, Michigan • Robert P. Gerholz, builder, William K. Davis, architect
P. WILLIAM NATHAN, INC., South Norwalk, Connecticut • P. William Nathan, builder, and designer

Oven and range cabinets

Hardwood cabinets to accommodate every size and shape built-in oven and range are available. All units are available in Centennial, Sea-Mist and Burch-Lure lines. Four basic cabinets fit all needs.

▶ *I-XL Furniture Co., Inc., Dept. AB, 410 N. Main St., Goshen, Indiana. Booth No. 313-316—Hilton.*

Check No. 1302-E on reply card, p. 168.

Windows and conditioning

Anderson, manufacturer of Windowwalls, has a booklet showing the importance of windows in residential air conditioning. Exterior shading of windows and optional natural ventilation through operating windows are keys to economy and comfort.

▶ *Anderson Corp., Dept. AB, Bayport, Minn. Booth Nos. 569-572—Sherman.*

Check No. 1303 on reply card, p. 168.

Two-cycle washer

Two-speed, two-cycle action is a feature of the new Whirlpool automatic clothes washer. In addition to the regular washing cycle, there is a slower, shorter cycle for nylons and other delicate fabrics.

▶ *The Whirlpool Corporation, Dept. AB, St. Joseph, Michigan. Booth No. 432—Sherman.*

Check No. 1304 on reply card, p. 168.

Curtain-wall fenestration

Glide Gridwall presents a new concept in curtain-wall fenestration. Design offers flexibility in selection of combination of panels, fixed glass, and sliding glass. Almost any module desired may be used.

▶ *Glide Windows Inc., Dept. AB, 7463 Varna Ave., No. Hollywood, Calif. Booth No. 431—Sherman.*

Check No. 1305 on reply card, p. 168.

Wiring guide

Catalog and Wiring Guide No. 20 by Wiremold includes many new fittings designed to help do better wiring jobs. Plugmold, the continuous outlet system provides all outlets needed exactly where they are wanted.

▶ *The Wiremold Co., Dept. AB, Hartford, Conn. Booth No. 406—Sherman.*

Check No. 1306 on reply card, p. 168.

One-coat textured enamel

"Plextone," is a one-coat enamel with a multicolored, textured finish. The single coat is sprayed on, and Plextone's surface is reported to be sufficiently hard to withstand sanding without harm.

▶ *Maas & Waldstein Co., Dept. AB, 2121 McCarter Highway, Newark, N. J. Booth Nos. 451-452—Sherman.*

Check No. 1307 on reply card, p. 168.

Reinforced panels

New, larger sized corrugations are shown this year in the Spun Lite fiber glass panel line. Now available are 1½", 2½" and 4¾" corrugations in both 4' x 8' panels, and in 150' by 5' rolls.

▶ *The Spun Lite Corp. Dept. AB, 7395 N. W. 34th Court, Miami 47, Florida. Booth No. 789—Coliseum.*

Check No. 1308 on reply card, p. 168.

Vermiculite-concrete roof

Especially adaptable to hot-weather climates, Zonolite's Concrete "Bermuda" roofs offer excellent insulating qualities. In addition they are fireproof, easy to maintain, and much lighter than other tile roofs.

▶ *The Zonolite Company, Dept. AB, 135 LaSalle St., Chicago 3, Illinois. Booth No. 806—Coliseum.*

Check No. 1309 on reply card, p. 168.

Rustic-surface siding

New uses for Western Red Cedar siding will be shown at the convention, among them a rough-sawn bevel siding made to fill the demand for a rustic appear-surface. The application of this surface to the weather will be shown.

▶ *Western Red Cedar Lumber Assoc., Dept. AB, 4403 White-Henry-Stuart Bldg. Seattle, Wash. Booth No. 546—Sherman.*

Check No. 1310 on reply card, p. 168.

Air-refiner

The Conco Mark IV Air-Refiner, by means of an automatically controlled face and by-pass system, assures constant temperature. Automatic control of humidity is obtained through humidistats and by-passes on cooling coil.

▶ *Conco Engineering Works, Dept. AB, Mendota, Ill. Booth No. 18—Hilton.*

Circle No. 1311 on reply card, p. 168.

Space-saver door

Lattisdor is made of alternating widths woven together with strong cotton cord. It folds up compactly with minimum of space. Available in 6 colors and 5 furniture shades. Comes in single units or pairs.

▶ *The Columbia Mills, Inc., Dept. AB, 120 West Onondaga St., Syracuse, N.Y. Booth No. 219—Hilton.*

Check No. 1312 on reply card, p. 168.

Reflecting insulation

Known as "Red Top Insulating Wool with the Silver Shield," a new USG insulating blanket has a cover of aluminum insulating foil. It is particularly recommended for use in air-conditioned homes.

▶ *United States Gypsum Co., Dept. AB, 300 W. Adams Street, Chicago 6, Ill. Booth No. 128—Hilton.*

Check No. 1313 on reply card, p. 168.

Glass fireplace screen

The Thermo-Rite fireplace screen is a two-door glass screen that increases the efficiency of any fireplace. By controlling air flow, it controls the burning rate, and also prevents sparks from causing rug damage.

▶ *The Thermo-Rite Manufacturing Corp., Dept. AB, Box 1308, Akron 6, Ohio. Booth No. 790—Coliseum.*

Check No. 1314 on reply card, p. 168.

Durable cut-off wheels

Made of sharp aluminum oxide or silicon-carbide grain, cotton fibre and a resinoid bond, the Metalite and Carbicon general-purpose cut-off wheels handle plunge-cuts with light pressure. Speed to follow for best results is marked.

▶ *Behr-Manning, Dept. AB, 933 Sidford St., Troy, N.Y.*

Check No. 1314-A on reply card, p. 168.

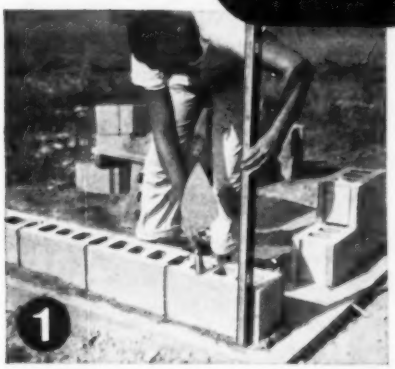
Portable electric power

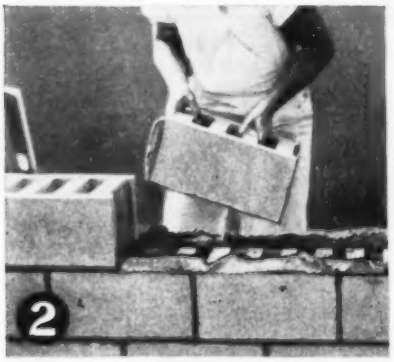
Electric power on the job is available with D. W. Onan's 3500-watt A.C. unit, easily wheeled by one man; gives instant plug-in power for electric saws, planers, etc. 4 convenient power outlets provided; in 115 and 230 volts.

▶ *D. W. Onan & Sons Inc., Dept. AB, Minneapolis 14, Minn.*

Check No. 1314-B on reply card, p. 168.

How to lay up the corners of Concrete Masonry Walls





The old saying, "Work well begun is half done," is especially true in laying up concrete masonry walls. Laying a quality concrete masonry wall begins at the corners. If you lay the corners with care it is much easier to get the rest of the wall plumb, level and straight. This is the best way to do it:

1 Lay the first course of block at the corner in a full bed of mortar. Make sure that the block are in horizontal alignment, at proper grade and plumb.

2 Above the first course, form bed joints by applying mortar only to the top horizontal face shells of the block in the last course laid. Form head joints by buttering vertical face shells of either the block to be placed or the previous one laid. In the first method you save time by setting three or four block on end and buttering all in one operation. Some masons butter the vertical face shells of both the block to be laid and the one last laid to insure well-filled head joints.

3 The corners of a concrete masonry wall must be built first, usually four or five courses higher than the center of the wall. As you lay each course check it with a level to be sure it is in perfect alignment.

4 Make a second check with the level as you lay each course of block at the corners to be sure that it is level.

5 Make a third essential check with a level on each corner block so you know it is plumb on both sides of the corner.

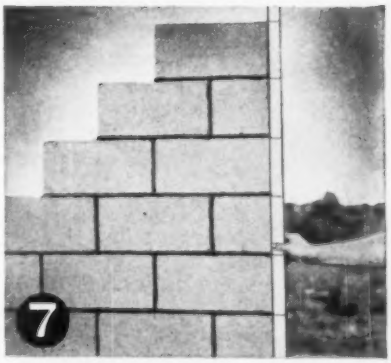
6 As you proceed each way from the corner use a level to make certain that the block faces all are in the same plane.

7 Use a course-pole, or story-pole (a board marked at 8 in. intervals) to assure that each course is laid at the right height.

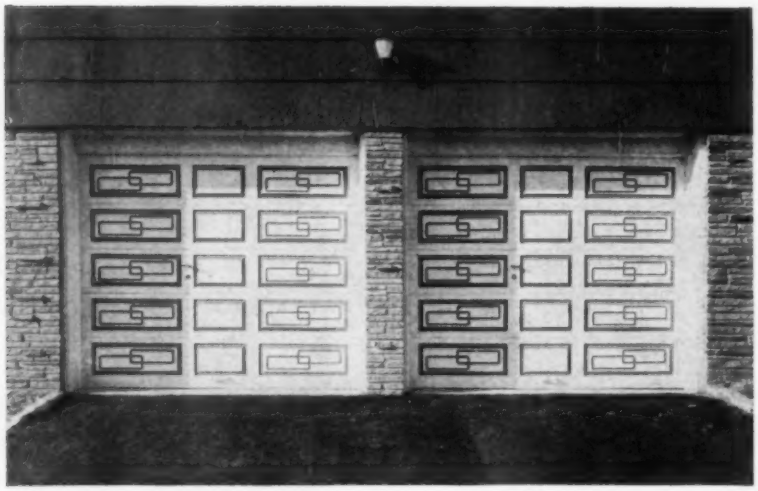
8 To keep horizontal spacing accurate place level diagonally across courses. Corresponding block corners should be in line.

For more information write for a free, illustrated booklet, "*Recommended Practices for Laying Concrete Block.*" Mailed only in U. S. and Canada. Address Dept. 1-3.

PORTLAND CEMENT ASSOCIATION
33 W. Grand Ave., Chicago 10, Ill.
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



for lasting beauty and protection



smart builders choose—

"The Ridge Door"

Builder Norman Kasmonoff selected Ridge Regency Doors for his development at Millburn, N. J. because they offered maximum value at a minimum of installation and maintenance costs. They made a big hit with the new owners too, because their customized, decorator styling blended so well with the distinctive architecture of the houses.

THERE IS A RIDGE DOOR FOR EVERY HOUSE, TASTE and BUDGET—ENGINEERED TO GIVE YEARS OF TROUBLE-FREE OPERATION and CUSTOMER SATISFACTION.

CONTRACTORS — DEALERS

Write today for a full color illustrated brochure and information on how you can establish a profitable business as an authorized Ridge Door agent or dealer in your area.

Ridge Door Company
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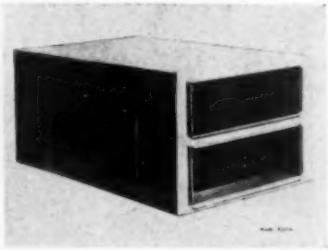
Send me complete information on how I can establish a dealership for the Ridge Door Company in my area.

NAME.....

COMPANY.....

ADDRESS.....CITY AND STATE.....

RIDGE DOOR COMPANY
Monmouth Junction, N. J.

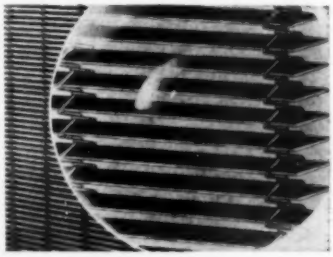


Air conditioning unit

Vornado complete home air conditioning units are available in 2 hp and 2½ hp size for 2, 3, or 4-bedroom homes. Units use no water. Insulation prefabricated duct work requires no sheet-metal work. Has twin commercial compressors.

▶ *The O. A. Sutton Corp., Dept. AB, Wichita, Kansas.*

Check No. 1315 on reply card, p. 168.

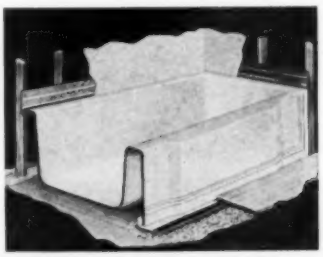


Solar screen

Nine times greater corrosion-resistance is offered by this new type of solar screening. Koolshade Type RS consists of tiny horizontal louvers set at precise angle to screen out solar heat and glare. Room temperature is reduced up to 15 degrees.

▶ *Reflectal Corp., Dept. AB, 310 South Michigan Ave., Chicago 4, Ill.*

Check No. 1316 on reply card, p. 168.



Lucke tub hanger

Lucke leak-proof bathtub hanger protect tubs after they are installed. The hanger seals the tub, as well as supports it, against leaks or cracks at tub edge. Dirt, grease or germs cannot lodge in cracks. Guaranteed for the life of the building.

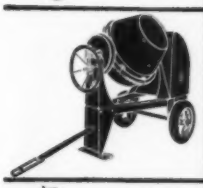
▶ *William B. Lucke, Inc., Dept. AB, Wilmette, Ill.*

Check No. 1317 on reply card, p. 168.

MULLER MIXERS AND POWER TROWELS
set quality standards in their fields

Muller's objective—the best contractors equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.

PLASTER and MORTAR MIXERS
Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional. $180 to $995 FOB Factory.



CONCRETE MIXERS
3 models, 3 to 6 cu. ft., tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline. $230 to $660 FOB Factory.

POWER TROWELS
Sizes 24", 29", 34" and 44" dia., B&S Engines. Stationary guide ring. Clutch and speed controls on handle.

Send for information and name of local dealer.

MULLER MACHINERY COMPANY, Inc.
METUCHEN 4, N. J. CABLE ADDRESS—MULMIX

PACKAGED BASEBOARD HEATING
from Boiler to Baseboard—

HYDRO-PAC
BY **HYDROTHERM**

Now you can build-in *luxurious gas hot-water* heat for the cost of ordinary warm air systems. Capacities from 200 to 680 square feet of installed radiation. Includes everything needed for complete installation. Immediate delivery!

HYDROTHERM
Compact, cast iron gas hot-water heating boilers designed and made **Exclusively** for gas hot-water heat.

HYDROFIN
Baseboard radiation with non-ferrous heating element in attractive sheet steel enclosure.

HYDROFLOW
Circulator, Fill & Relief Valve, Expansion tank, and Operating Controls.

See us at Booth 345 NAHB Show – Conrad Hilton Hotel, Chicago

Write for Bulletin 13-A or help from our engineering department.

HYDROTHERM INC NORTHVALE, NEW JERSEY

"TAKES ME 10 MINUTES"

Yes Sir — just 10 minutes or less that's how little time it takes me to assemble and set a Bilco Door ready for pouring the concrete. And it's my best selling feature!

Cost? None at all. I save money by cutting down man hours during construction with that direct opening to the basement.

A must for rumpus room or work shop. For satisfied customers and faster sales install

Bilco® AMERICA'S FINEST BASEMENT DOOR
Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 109B, NEW HAVEN, CONN.

Please send me complete information on the BILCO DOOR, sizes, prices and dealers' names.

I build ☐ 10 or less ☐ 10-100 ☐ 100-500 houses

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ADDRESS _____
CITY _____ STATE _____

Luxurious

NUDOR

The Quality Aluminum Sliding Glass Door

See Nudor Exhibit at N.A.H.B. Convention and Exposition

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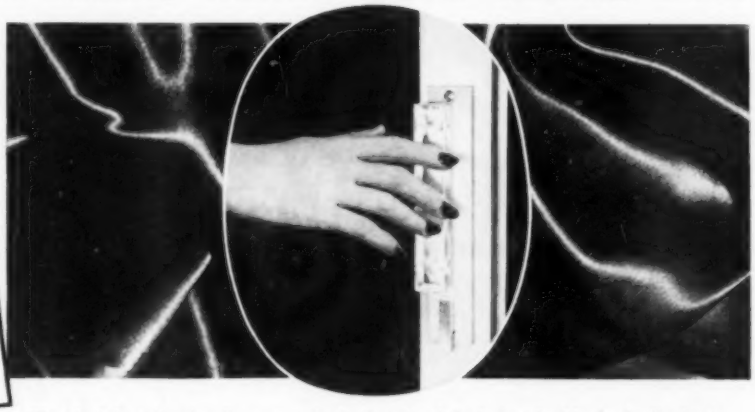
3rd Floor–Booth #376

Sparkling . . . Clear . . . Plexiglass Handle
A Luxury Handle for a Quality Door



NUDOR HORIZONTAL SLIDING WINDOWS

Complete Your All-Weather Protection. Install NUDOR HORIZONTAL SLIDING WINDOWS. Finger-tip operation, rolls on nylon wheels . . . Certified Wool Pile Weatherstripping . . . Easy Installation. All advantages with same quality craftsmanship as NUDOR Sliding Glass Door.

See your NUDOR Distributor.

The plexiglass door handle, so completely functional, is designed with simple dignity to add beauty to any decor. Its beveled edges and highly polished surfaces lend a luxurious touch . . . smooth as a lovely hand of a lovely lady. • Now standard on all NUDOR Aluminum Sliding Glass Door Installations . . . with or without cylinder lock.

Specify

NUDOR SYMBOL OF *Quality*

Check your Yellow Classified for NUDOR Distributor or mail this coupon.

NUDOR MFG. CORP.
7326 Fulton Ave., North Hollywood, Calif. Dept. A-1
Please send free literature:

☐ NUDOR Sliding Glass Door ☐ NUDOR Horizontal Sliding Window ☐ Name and address of nearest Nudor Distributor

Name _____

Address _____

City _____ Zone _____ State _____

Manufactured by NUDOR MANUFACTURING CORP., 7326 Fulton Ave., No. Hollywood, Calif.

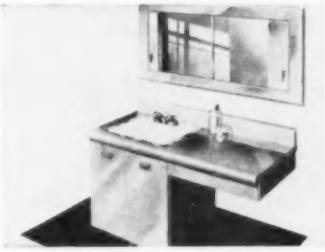
"Member of the Sliding Glass Door and Window Institute"

Leveling instrument

Levelall, a precision leveling instrument, is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with Level-Flo, a special, free-flowing freezeproof liquid. One man can do the job without a transit. Price: $12.95.

▶ *The Thom-Wood Co., Inc., Dept. AB, 100 Webster St., Rockland, Mass.*

Check No. 1318 on reply card, p. 168.



Functional bath vanity

Queen bath vanity comes in any combination of standard colors. Interior is finished with durable plastic to prevent warpage; top is one piece, fully-formed Formica with no metal edges. The Queen bath vanity is available in the following sizes: 35⅞", 41⅞", 47⅞".

▶ *Topcraft, Inc., Dept. AB, 4207 Menlo Drive, Baltimore 15, Md.*

Check No. 1321 on reply card, p. 168.

Folding doors save space

Warren Folding Doors cut construction costs because there is no precise fitting or moulding necessary. The overhead glide track can be installed in less than 30 min. As high as 90 sq. ft. of floor space can be saved by use of these doors.

▶ *Warren Shade Co., Dept. AB, 2905 East Hennepin, Minneapolis, Minn.*

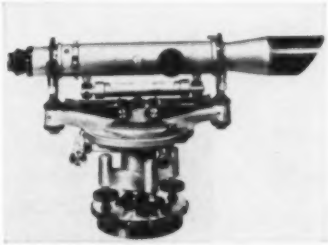
Check No. 1324 on reply card, p. 168.

Bathroom accessory

Completely recessed and flush with wall this new unit provides toilet paper holder, place for cigarettes and matches, place for ash tray, and racks for magazines and newspapers. The chrome-plated brass frame and bars match the gleaming chrome trim on the fixture.

▶ *Hall-Mack Co., Dept. AB, 1380 West Washington Blvd., Los Angeles, Calif.*

Check No. 1319 on reply card, p. 168.

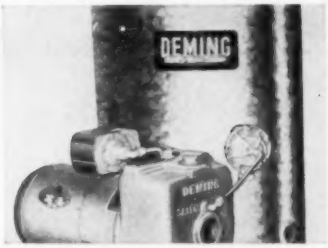


Convertible Wye level

Warren-Knight Convertible Wye Level is redesigned for use where instrument is to be used most times as high-grade level but with possibility of use for turning and measuring accurate angles, sighting above and below horizontal.

▶ *Warren-Knight Co., Dept. AB, 136 N. 12th St., Philadelphia 7, Pa.*

Check No. 1322 on reply card, p. 168.



Convertible water system

The self-priming Deming "75" delivers up to 825 gals. per/hr. in shallow wells or 900 gals. per/hr. in deep wells. It operates continuously, is completely automatic. Tanks are full-weight galvanized steel, test to 75 lbs. working pressure.

▶ *The Deming Co., Dept. AB, Salem, Ohio.*

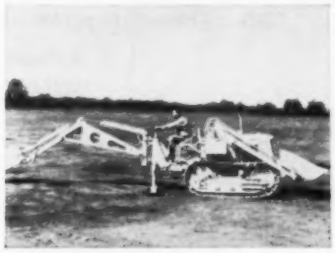
Check No. 1325 on reply card, p. 168.

Easily worked plywood

Klinkii, light-weight plywood, is readily bendable for custom forming, glues well, holds any type of fastener. Pictured is a kitchen in which the plywood cabinets are taffy-colored woodgrain.

▶ *The Pacific Coast Co., Dept. AB, Plywood Div., Sonoma, Calif.*

Check No. 1370 on reply card, p. 168.

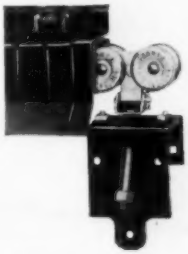


Rapid set-up trencher

New all-hydraulic attachment, Jet Trencher, features a 2-point hitch permitting operator to hook up or remove trencher in 90 seconds without leaving tractor. Produced for use with Oliver OC-2 loader.

▶ *Oliver Corporation, Dept. AB, 400 West Madison St., Chicago 6, Ill.*

Check No. 1323 on reply card, p. 168.



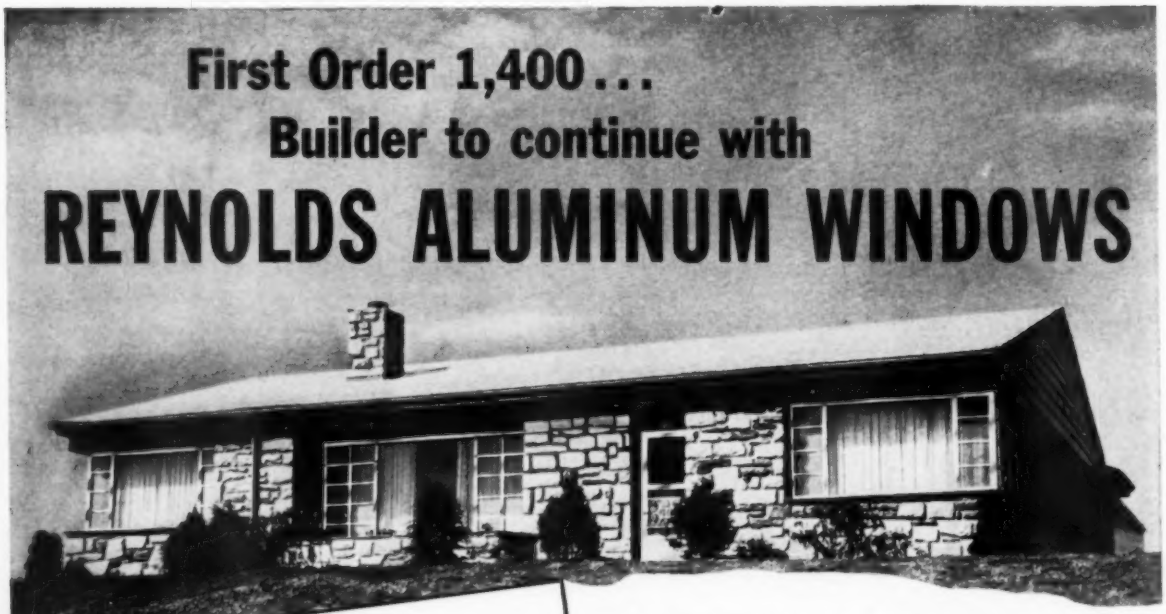
Covered track and hanger

A watershed track (No. 109) designed to handle doors weighing up to 350 lbs. has an interlocking joint for perfect alignment; no brackets needed. Hanger (No. 66) has pressed steel wheels with roller bearings. Vertical and lateral adjustments can be made.

▶ *Frantz Mfg. Co., Dept. AB, Sterling, Ill.*

Check No. 1326 on reply card, p. 168.

First Order 1,400...
Builder to continue with
REYNOLDS ALUMINUM WINDOWS



J. P. MEGILL
BUILDER
101 THOMAS AVENUE
BROOMALL, PA.
Newtown Square 9118

October 23, 1954

Reynolds Metals Company
2031 South Ninth Street
Louisville, Kentucky

Gentlemen:

I want to express the satisfaction I have experienced by using your Aluminum Casement windows for the first time in my building experience.

When I put up my first two model houses for the Brookthorpe Hills Development, my intention was to use another type of window. One of your salesmen arrived at an opportune time because I had become interested in aluminum as a window material. His explanation of the advantages of the aluminum casement impressed me to the extent that I changed my plans and have included your window in all the houses in this development. The reaction of the home buyers has convinced me that this was a wise choice indeed.

The non-painting feature alone would be enough to sell this window to any conscientious builder. When you combine this with good looks and economy, you have a product that is hard to resist. When I start the next section of my development next Spring, you may be sure that I will continue to include the Reynolds Casement.

It may be of interest to you to know that I also insist on using your reflective Insulation for all the attics of my development. The slight additional cost is more than justified by the comments of home buyers who remark on the tremendous difference it makes in reducing upper floor heat during the hot seasons.

Sincerely yours,

J. P. Megill

J. P. Megill

See why J. P. Megill backs up his choice of Reynolds Aluminum Windows by using 1,400 throughout his latest development—with more to come. Read his letter.

These are Reynolds Aluminum casement windows and casement-picture combinations. They are distinguished by their "satinized" finish and by many superior design features including watertight lip and flash-welded corners.

In addition Reynolds Aluminum Windows are produced in these types: Traverse (horizontal sliding), Double-Hung, Awning, Basement and Utility. Quality controlled by Reynolds from prime metal to final assembly. Write for complete catalog. **Reynolds Metals Company,** Window Division, 2003 South Ninth Street, Louisville 1, Kentucky.

Note that all Megill Homes also feature...

REYNOLDS ALUMINUM REFLECTIVE INSULATION

Superior efficiency at much less cost than most bulk insulations. Embossed foil on both sides (Type B) or one side (Type C), of tough kraft paper. In rolls of 250 sq. ft., 25", 33" and 36" wide. **Reynolds Metals Company,** Building Products Division, 2003 South 9th Street, Louisville 1, Kentucky.

See us at the NAHB Show—Booths 227, 228, 229

REYNOLDS ALUMINUM
BUILDING PRODUCTS

See "Frontier," Reynolds Great Dramatic Series, Sundays, NBC-TV Network.

now offer....
HOLLY
QUALITY
FORCED AIR HEATING
and AIR CONDITIONING too
Even the smallest homes sell faster with year 'round weather control. Holly Forced Air Furnaces now have "Air Conditioning Compatibility." This means you can offer homes designed for optional choice of heating...heating and air conditioning...or heating Now and air conditioning Later, at very minimum cost.
The compact size and engineered quality construction of Holly Forced Air Furnaces mean builders use less floor space for installation, yet get maximum performance. For information on Holly Forced Air Gas Furnaces and how they are designed to prepare your house for air conditioning, see your nearest Holly dealer or write
AGA approved
ENGINEERED HEATING
HOLLY
HOLLY MANUFACTURING CO.
885 SOUTH ARROYO PARKWAY, PASADENA 2, CALIFORNIA

Flexible pipe insulation

A specially compounded polyvinyl chloride outer finish with an integral Fiberglas liner provides vapor barrier plus insulation in 1 package, has the FlexiGrip zip-on feature. It comes in sizes for every service from ½" tubing up.

▶ *Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y.*

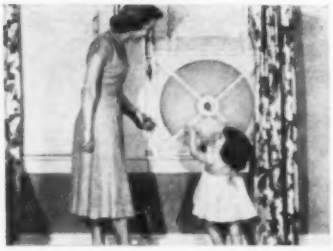
Check No. 1327 on reply card, p. 168.

Slumpstone for beauty

Slumpstone can be used inside and outside the home for half the cost of ordinary stone. Its texture and shape fit the styling associated with gracious living. Comes in 5 colors separately or combined to create distinctive effects.

▶ *Gen. Concrete Products, Inc., Dept. AB, 15025 Oxnard St., Van Nuys, Calif.*

Check No. 1330 on reply card, p. 168.



Window fan line

The 1956 line of Bar-Brook Fans includes a 22-in. window model with 2 speeds and instantly reversible electrically. A safety grille serves as a protector. Has certified air delivery ratings and carries UL approval. Similar fans also available in 30-in. models.

▶ *Bar-Brook Mfg. Co., Inc., Dept. AB, 6135 Linwood Ave., Shreveport, La.*

Check No. 1333 on reply card, p. 168.

Rustproof aluminum flashing

Strong, specially tempered aluminum is used to produce a complete line of rustproof aluminum flashing, available in 3, 4, 5, 6, 7, 8, 14, 20 and 28-inch widths in 50-foot continuous coils. Uses include flashing over doors and windows, termite shields, roof valleys.

▶ *Nichols Wire & Aluminum Co., Dept. AB, 1725 Rockingham, Davenport, Ia.*

Check No. 1328 on reply card, p. 168.

Versatile hand tool

New hand tool consists of heavy-duty permanent magnet, manual-control lever and hand grip; automatically picks up small parts, nails, screws, metal scrap; designed for rapid operation handling small ferrous material.

▶ *Multifinish Manufacturing Co., Magnetool Div., Dept. AB, 26341 W. Eight Mile Rd., Detroit 19, Mich.*

Check No. 1331 on reply card, p. 168.

High temperature insulation

Kaylo-20 withstands temperatures up to 1,800°F. A new insulation product, it is used primarily as covering for pipes. Kaylo-20 is a hydrous calcium silicate material, is colored fingernail pink to distinguish it from standard Kaylo, which is effective up to 1,200°F.

▶ *Owens-Illinois Glass Co., Dept. AB, Toledo, O.*

Check No. 1334 on reply card, p. 168.

Crawl-space door

New Donley door for basementless homes provides easy entry to crawl space under the floor. Door can be completely removed from frame. Frames are made of ¼-inch steel tees. Door is 16-gage steel with edges turned for strength.

▶ *The Donley Brothers Co., Dept. AB, 13968 Miles Ave., Cleveland 5, Ohio.*

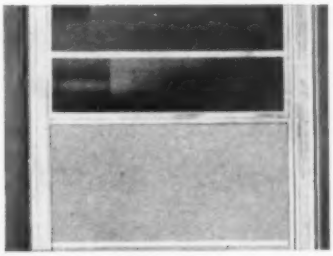
Check No. 1329 on reply card, p. 168.

Vent control louvers

Louvers with vent controls can be used at end of round heating ducts; installed in wide overhang of houses; ventilating bathrooms, storm windows, gable ends of houses, or over laundry in cellar so moist air can escape.

▶ *Midget Louver Company, Dept. AB, 6-8 Wall St., Norwalk, Conn.*

Check No. 1332 on reply card, p. 168.



Storm, screen unit

This aluminum combination window "Slide-By" is a storm and screen unit for sliding prime windows. Consists of 2 storm sash and 1 screen panel. Completely self-storing, homeowner never has to shift storms and screens when seasons change.

▶ *Alumatic Corp. of America, Dept. AB, 2081 S. 56 Street, Milwaukee, Wisc.*

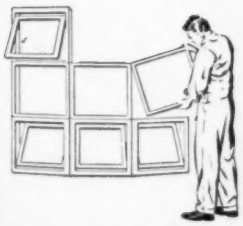
Check No. 1335 on reply card, p. 168.

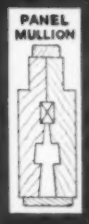
NOW... for the first time it is possible to select EXACTLY the type of window you require with

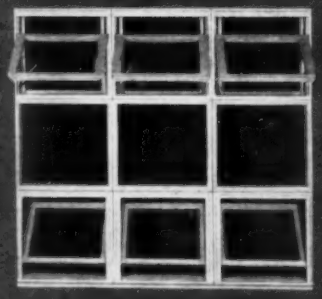
Woodco® SECTIONAL Windows

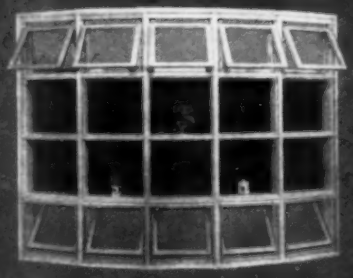
for the Beautiful point-of-view...

SINGLE LIGHT UNITS **that permit any desired window arrangement ...easily, quickly**





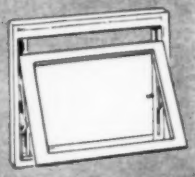




If you desire the dramatic sweep of a straight Woodco HOMESTEADER® panel type window, then select

Woodco SECTIONALS

that blend into an exciting gallery of light and ventilation.



BASIC AWNING ROTOR-OPERATED

GLAZED WITH DOUBLE-STRENGTH "A" QUALITY GLASS
(Insulating Glass Optional)

BASIC STATIONARY UNIT

If your plans call for the graceful curve of a Woodco BOWBAY® window, then choose

Woodco SECTIONALS

that flow into exactly the type of architectural line required.

BASIC HOPPER UNIT

There is a combination of Woodco® SECTIONALS for any of hundreds of possible arrangements.

Write for further information, specifications and prices to:

Woodco® Products

ROCKWELL of RANDOLPH, Inc.

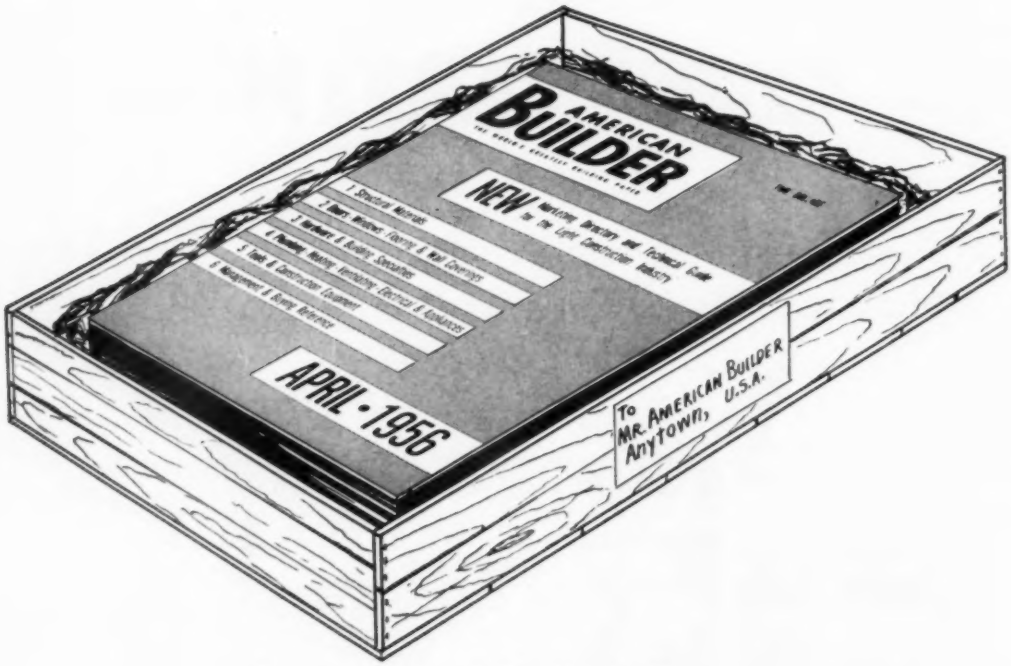
Manufacturers of Woodco Products and Stock Millwork

Randolph, Wisconsin

another fine product of the famous Woodco family

We have a New Product too.....

The NEW American Builder Marketing Directory and Technical Guide for 1956 (April Issue)!



Improvement of Quality is Progress

The principle of progress in the manufacturing of any product is improvement of quality. Change for change's sake is not in itself progress. American Builder is ever advertent of its service pledge to the building industry in contemplating any progressive step in publishing philosophy. We take justifiable pride in the fact that our annual Catalog Directory has always been the most complete of its kind ever published in the building industry. To maintain the leadership we have enjoyed in this field; we, like every other successful manufacturer, have spent thousands of man-hours in improving the quality of a recognized, reputable product. That is why the 1956 April issue has that "forward look" on its covers, and, between these covers is the meat of American Builder Catalog Directory's real progress; up-to-the-minute estimating, designing and buying information unequalled anywhere in the building industry.

American Builder 1956 Directory

ANOTHER EXCLUSIVE IN THE BUILDING FIELD

IT FILLS! IT SPREADS! IT DIGS!

SHAWNEE® SCRAPER

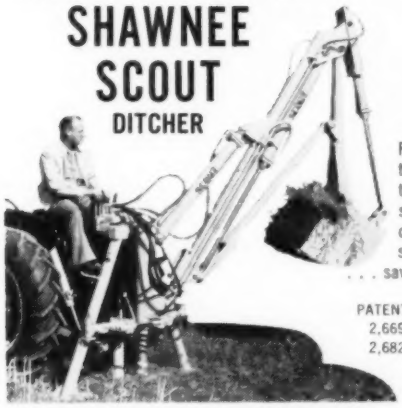
Approved for Mounting with International Harvester "300" Industrial Tractor

Dig as deeply as you want with this 5/8 yd. scraper. Its 66" cutting blade is wider than any point on the tractor or the scraper and digging depth is unlimited. Loads easily, dumps smoothly with hydraulic control which provides bucket lift and down-pressure. A low-priced tool, ideal for use where larger equipment is too cumbersome or costly for efficient operation.

Digs fast, efficiently — note side clearance.

SAVE DIGGING COSTS WITH THE

SHAWNEE SCOUT DITCHER



DIGS 12 FEET DEEP!

Fits most all makes of tractors. Digs 12' deep through hard, rocky soil. Loads to height of 8½'. Digs fast at surprisingly low cost . . . saves money and time!

PATENT NOS.
2,669,367
2,682,346

2000 LB. LIFT—9 FT. LOADING HEIGHT

SHAWNEE "SPECIAL" LOADER

Adaptable to most tractors. Single or twin bucket cylinders, depending upon tractor installation. Installs or removes from tractor in approximately 10 minutes. Attachments include snow bucket, street broom, bulldozer, angle-dozer, crane hook, etc.

PATENT PENDING

AD-527

FOR ADDITIONAL INFORMATION, WRITE

SHAWNEE MANUFACTURING COMPANY, INC.
1947 JJ TOPEKA AVE. TOPEKA, KANSAS

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show "do-it-yourself" prospects and customers

Western Pine's

new film

"OPERATION ATTIC!"

The story of how a young couple find more space for living by transforming their unfinished attic into a useful upstairs.

Show how the retailer assists his customers in selecting the right materials for building.

Show how to prepare materials for paneling and installation.

Show carpentry tips, and methods of finishing.

All included in "OPERATION ATTIC," a full-color, 16-mm., 20-minute sound film. (Black-and-white prints available for showing on television.) Available on loan basis.

To arrange a booking, just fill out the coupon below. Because of demand, we ask that you give us 30 days' notice.

Western Pine Association
510 Yeon Building, Portland 4, Oregon

Please send a print of "OPERATION ATTIC" to:

Dealer's Name _____

Address _____

City _____ State _____
(please print)

I plan to show this film on the following dates:

_____

Portable heater

"Thrifty," a low-priced portable heater has an indirect fired air heater. The heater is fired with ordinary fuel oil, but will burn gasoline when outdoor temperatures fall below the firing range of fuel oils. Heating capacity: 50,000 to 170,000 Btu per hr.

▶ *American Air Filter Co., Dept. AB, Louisville 8, Ky.*

Check No. 1336 on reply card, p. 168.

Convertible transit level

A completely redesigned optical system with 3-ft. short focus for close-quarters surveying is featured in this model builders' convertible transit-level. Has an internal-focusing 10½" telescope with 22-power optics. Retail price: $219. f.o.b. factory.

▶ *C. L. Berger & Sons, Inc., Dept. AB, 37 Williams Street, Boston 19, Mass.*

Check No. 1339 on reply card, p. 168.

Caulking gun is time-saving

An air pressure caulking gun that applies caulking compounds in half the time normally required with hand-operated guns, is on the market. Called the Calbar #55, it is of all-metal construction, and polished with rustproof finish.

▶ *Calbar Paint & Varnish Co., Dept. AB, 2612-26 N. Martha St., Philadelphia 25, Pa.*

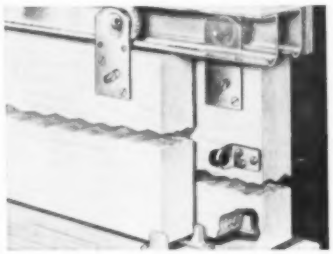
Check No. 1342 on reply card, p. 168.

Drives wide-wire staples

The H2BR stapling hammer is designed for tacking jobs where a broad surface contact is needed to hold soft materials. The crown of its .02" x .030" staples gives holding power on light materials. Recommended for applying roof felt, flashing and building paper.

▶ *Bostitch, Inc., Dept. AB, 952 Mechanic St., Westerly, R. I.*

Check No. 1337 on reply card, p. 168.



Sliding door hanger

National's line of sliding door hardware features Model No. 182, an interior sliding-door hanger. A non-adjustable type, except for the slotted mounting screw which allows for simple adjustment. Has 1⅜" diameter nylon wheels which roll on a solid axle.

▶ *National Mfg. Company, Dept. AB, Sterling, Illinois.*

Check No. 1340 on reply card, p. 168.

"Northern Lights" stains

"Northern Lights" stains, available in 5 colors can be used on any firm surface. They will give an opaque or transparent effect, depending on procedure used. These stains give different effects and degrees of brilliance when viewed from different angles.

▶ *Samuel Cabot, Inc., Dept. AB, 141 Milk Street, Boston 9, Mass.*

Check No. 1343 on reply card, p. 168.

Roofing for low pitches

Bird Ranch Roof is designed for roof pitches 3-in. or less. Features shingle weight construction, double coverage over entire roof. Available in colors and blends; has soft weather-tex designs; rolled on, and has top wind resistance.

▶ *Bird & Son, Dept. AB, 47 Wilson St., East Walpole, Mass.*

Check No. 1338 on reply card, p. 168.

Disappearing stairway

The Bessler Disappearing Stairway is a safe flight of stairs for one or 2-story buildings, providing stair access to an upper floor. When not in use stair slides up through the ceiling out of the way. Available in a number of sizes and models.

▶ *The Bessler Disappearing Stairway Co., Dept. AB, 1900 East Market St., Akron 5, Ohio.*

Check No. 1341 on reply card, p. 168.

Measuring tapes: 3 lengths

The Carlson "Star Chief" white steel measuring tapes come in 25, 50, and 100-ft. lengths. They can be taken apart for cleaning or tape replacement. Stud marks appear at 16" centers the full length of the ⅜" wide tape.

▶ *Carlson & Sullivan, Inc., Dept. AB, 1617 California Ave., P. O. Box 329, Monrovia, Calif.*

Check No. 1344 on reply card, p. 168.

The Color News is Harmony Hues

IN REPUBLIC STEEL KITCHENS AT NO EXTRA COST!

Not one penny more for you to put this dramatic, most-wanted, de luxe feature in your homes! Harmony Hues in Prelude Pink, Largo Yellow, or Tempo Turquoise . . . the kitchen colors that blend with appliance colors . . . whether *you* select them or your customers buy them later. In contemporary or traditional homes, these new soft shades were created to go well with today's decorating materials.

Your Republic Steel Kitchens distributor can give you the complete story . . . or write direct to Republic Steel Kitchens, Builder Sales, 1022 Belden Avenue, Canton 5, Ohio.

REPUBLIC STEEL *Kitchens*

REPUBLIC STEEL *Kitchens*

SEE REPUBLIC STEEL KITCHENS AT THE NAHB CONVENTION

CHICAGO, January 22-26

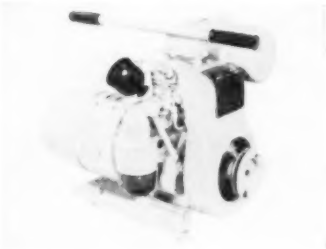
BOOTHS 833 AND 735 AT THE COLISEUM

Chevrolet trucks

These Chevrolet trucks have wider front treads, straight frame side-members, and improved suspensions. Highlights include more compact design, most wheelbases have been reduced; wider panel bodies and more load space.

▶ *Chevrolet Motor Div., Dept. AB, General Motors Corp., A-227 General Motors Bldg., Detroit.*

Check No. 1345 on reply card, p. 168.

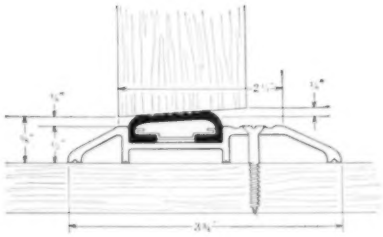


Master generators

A new line of AC and DC portable engine-driven generators are available in capacities of 750x, 1500x, 3kw and 5kw. Engine and generator are direct-connected in all models. All models have inherent voltage regulation. The model shown is driven by a Wisconsin engine.

▶ *Master Vibrator Co., Dept. AB, 1752 Stanley Ave., Dayton, Ohio.*

Check No. 1348 on reply card, p. 168.

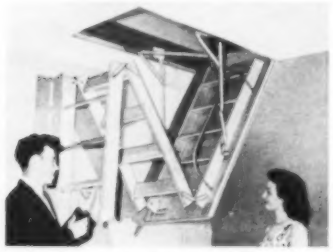


Vinyl threshold

Available in sturdy extruded Alacrome, the M-D threshold features a tough vinyl insert that can be easily replaced. Threshold is 3¾" wide overall, ½" high to top of threshold with overall height of ¾" including vinyl, and 2¼" wide across top.

▶ *Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City, Okla.*

Check No. 1351 on reply card, p. 168.



Folding attic stairs

Atlas folding attic stairs are easily installed and easy to operate. Has balanced spring action and disappears into ceiling out of way. Available in 54" and 60" standard and special sizes. Shipped completely assembled in one carton.

▶ *Marwin Co., Dept. AB, Cayce, S. C.*

Check No. 1346 on reply card, p. 168.

Milwaukee electric drills

¼" capacity (½" in wood) 2000 rpm all ball-bearing Hole-Shooter with built-in quality has advanced In-Line design and new palm push grip. Gears are all steel helical-cut and hardened for smoother, quieter operation and longer life. Price: $29.60.

▶ *Milwaukee Electric Tool Corp., Dept. AB, 5316 W. State St., Milwaukee, Wis.*

Check No. 1349 on reply card, p. 168.

Hand-held welding torch

Reflected heat as high as 400 deg. F. outside and cooling water inside focus a two-pronged attack on the water-jacket adaptor of powerful hand-held welding torch. Use of Bakelite fluorothene to combat both heat and water solved this serious problem.

▶ *Linde Air Products Co., Dept. AB, 646 Frelinghusen Ave., Newark, N. J.*

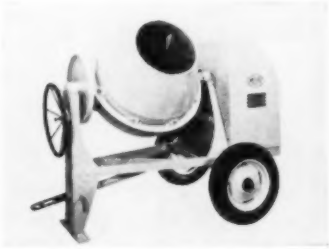
Check No. 1352 on reply card, p. 168.

Stud driver by Remington

Model 455 Stud Driver has interchangeable barrels which adapt tool to standard or heavy-duty jobs. It accommodates 25 types of quarter-inch studs ranging in length from 1 inch to 3¼ inches. It is constructed of polished aluminum and hardened steel.

▶ *Remington Arms Co., Inc. Dept. AB, Bridgeport 2, Conn.*

Check No. 1347 on reply card, p. 168.



Tilting concrete mixer

The yoke supporting the drum of the 6-S Tilting Type Concrete Mixer as well as the main frame has been redesigned, resulting in a stronger structure and more rigid and reduced vibration. Capacity of 9 cu. ft. of loose material.

▶ *Muller Machinery Co., Inc., Dept. AB, Metuchen, N. J.*

Check No. 1350 on reply card, p. 168.

Tractor attachment

A highly mobile outfit for spray-painting fences, buildings, etc. and other surfaces far from an electrical power outlet is provided by a De Vilbiss air compressor, Fast-Hitch mounted on new International Cub Lo-Boy tractor. Compressor V-Belt driven.

▶ *International Harvester Co., Dept. AB, 180 North Michigan Ave., Chicago, Ill.*

Check No. 1353 on reply card, p. 168.

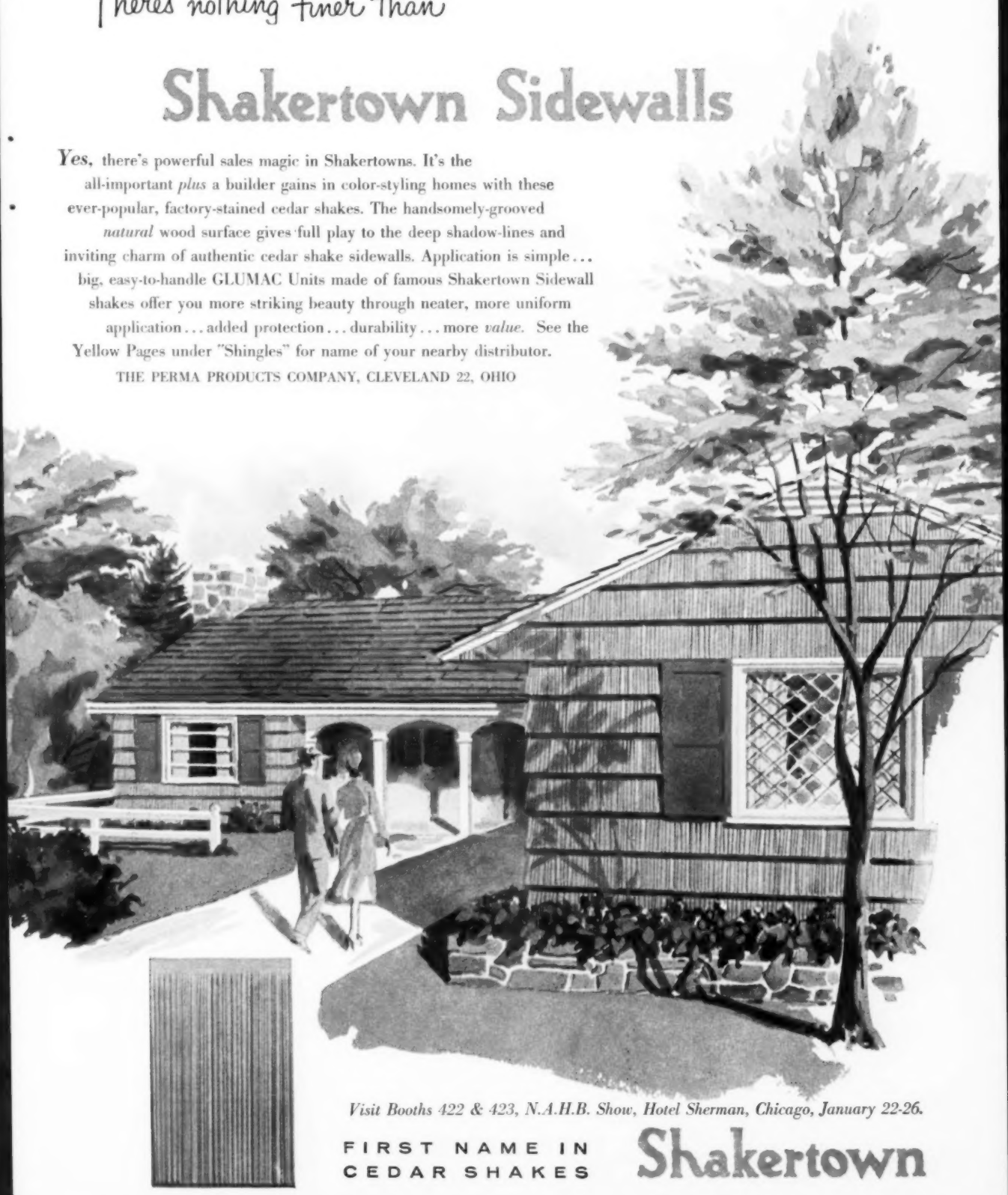
FOR THE HOME BUYER WITH DISCRIMINATING TASTE...

There's nothing finer than

Shakertown Sidewalls

Yes, there's powerful sales magic in Shakertowns. It's the all-important *plus* a builder gains in color-styling homes with these ever-popular, factory-stained cedar shakes. The handsomely-grooved *natural* wood surface gives full play to the deep shadow-lines and inviting charm of authentic cedar shake sidewalls. Application is simple... big, easy-to-handle GLUMAC Units made of famous Shakertown Sidewall shakes offer you more striking beauty through neater, more uniform application... added protection... durability... more *value.* See the Yellow Pages under "Shingles" for name of your nearby distributor.

THE PERMA PRODUCTS COMPANY, CLEVELAND 22, OHIO



Visit Booths 422 & 423, N.A.H.B. Show, Hotel Sherman, Chicago, January 22-26.

FIRST NAME IN CEDAR SHAKES

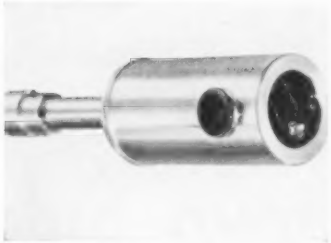
Shakertown

Two-wheel hydraulic scraper

Two-wheel hydraulic scraper for mounting on "30" Utility Tractor has a capacity of ⅝ yd.; is hydraulically controlled from driver's seat. The 66" wide cutting blade extends beyond wheels and sides of scraper enabling unlimited digging depth. Weight: 900 lbs.

▶ *Shawnee Mfg. Co., Dept. AB, 1947 N. Topeka Ave., Topeka, Kansas.*

Check No. 1354 on reply card, p. 168.



Wind-free plummets

An optical-type and a telescopic-rod type plummet are automatic, wind free, designed to fit both European and American tripods. The optical model is self-leveling, with a double-image sighting system. The rod model has an 8 minute level vial.

▶ *David White Co., Dept. AB, 315 W. Court St., Milwaukee 12, Wis.*

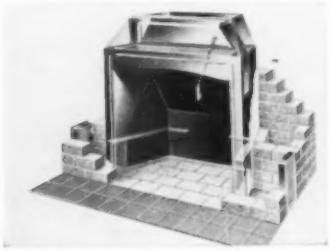
Check No. 1357 on reply card, p. 168.

Hardboard as concrete liner

Machine-striated Forestex Forest Hardboard was used as a concrete liner to provide an ashlar stone finish for Disneyland building. Wood strips were nailed to the hardboard to create a mortar joint effect. Form oil was applied before pouring concrete.

▶ *Forest Fiber Products Co., Dept. AB, P.O. Box 68, Forest Grove, Ore.*

Check No. 1360 on reply card, p. 168.

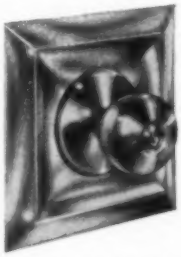


Fireplace unit

Three-Star Heatilator Fireplace with Presure-Seal Damper is designed for air-conditioned homes. Damper prevents escape of summer cooling by sealing the fireplace throat. Dome design is easily adapted to any size or shape flue. Helps reduce sharp angles.

▶ *Heatilator, Inc., Dept. AB, East Brighton Ave., Syracuse, N. Y.*

Check No. 1355 on reply card, p. 168.

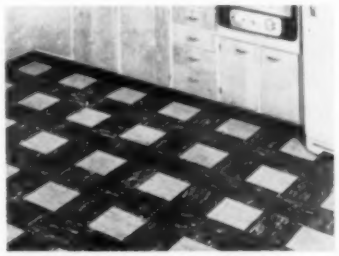


Key-in-knob lock design

Styling feature of new Portrait design of Dexter's Regal line is the 5¾" square escutcheon, mountable as either diamond or square. It has a 5" backset, is available with pin or disc tumbler cylinder, deadlocking or spring latch. Solid brass exterior.

▶ *Dexter Lock Div., Dept. AB, Dexter Industries, Inc., Grand Rapids, Mich.*

Check No. 1358 on reply card, p. 168.



Greaseproof floor tile

This plastic-asbestos tile can be installed on, above, or below grade and over wood or concrete. Vitachrome is formulated to meet the Interim Federal Specification SS-T-307 (CSA-FSS). It comes in standard 9 x 9 and special 12 x 12, ⅛" and 3/16" thick.

▶ *The Flintkote Co., Tile-Tex Div., Dept. AB, Chicago Heights, Ill.*

Check No. 1361 on reply card, p. 168.

Pre-pasted vinyl wall tiles

Expanded color line of Bolta-Wall vinyl tile has bamboo-textured pattern in turquoise, yellow, beige, light blue, deep green, natural, white, grey, tea rose, also in mahogany texture in five shades. Size 8x8, installed simply by wetting with water, pressing on surface.

▶ *Bolta Products, Dept. AB, Div. General Tire Rubber Co., Lawrence, Mass.*

Check No. 1356 on reply card, p. 168.

New laminate pattern

Eight decorator colors are available in the new Catalina pattern of the Lamin-Art plastic laminate line, in 24 sheet sizes for economy in fabrication of sink and counter tops and other surfaces. It comes in satin and gloss finishes, regular and coving stock.

▶ *Fabricon Products, Dept. AB, 6430 East Slauson Ave., Los Angeles, Calif.*

Check No. 1359 on reply card, p. 168.

Triple dry-wall tool

Three blades fit into an aluminum blade clamp with plastic handle in this dry-wall finishing tool which uses shearing action to virtually eliminate sanding of joint and nail spots. Three blades include 8 x 4 curved-edge blade and 11 x 4 straight-edge blade.

▶ *Goldblatt Tool Co., Dept. AB, 1960 Walnut St., Kansas City 8, Mo.*

Check No. 1362 on reply card, p. 168.

Glamorous Suburban Built-in Ranges Like This are Your Strongest Silent Salesmen (Cabinets by Mengel)

New 1956 **suburban** *– Best Deal Yet for Builders!*

FREE! At the SUBURBAN Booth, NAHB Builders' Show

Win a Week's vacation in Miami for two!

Seven nights and eight days for 2 at this amazing Miami Beach resort—the fabulous Hotel Fontainebleau . . . round trip air passage . . . free rental car in Miami . . . $100 cash for entertainment . . . *all FREE!*

Nothing to buy. Get a free ticket at the Suburban Space, 782-783, Coliseum. Drop the stub into the container. The winning ticket will be drawn and announced after the show. You need not be present to win a free Miami Beach vacation from Chicago, New York, Dallas, St. Louis or any intermediate point, so see Suburban at

SPACE 782-783

Save on Installation! One-piece *slide-in* oven. Easy-to-use marking templets furnished with flush-mounted cook tops.

Save Time, Labor! Same size cabinet opening for both gas and electric ovens.

Complete Color Choice! Stainless steel plus seven smart decorator colors in lifetime porcelain enamel—including the exclusive Suburban *Copper-Tan* . . . with all the luxury of copper—none of the upkeep. Interchangeable color panels.

Competitively Priced!. . .Yet Quality-Built—America's finest.

Cash in on Consumer Acceptance! More wife-saver features than any other built-in—and pre-sold by *more* national advertising, too!

suburban

America's Finest Built-In Range

Samuel Stamping & Enameling Co., Dept. AB-1, Chattanooga, Tenn.

At no cost or obligation to me, please rush complete information checked below:

Suburban Gas Built-Ins ☐ Suburban Electric Built-Ins ☐

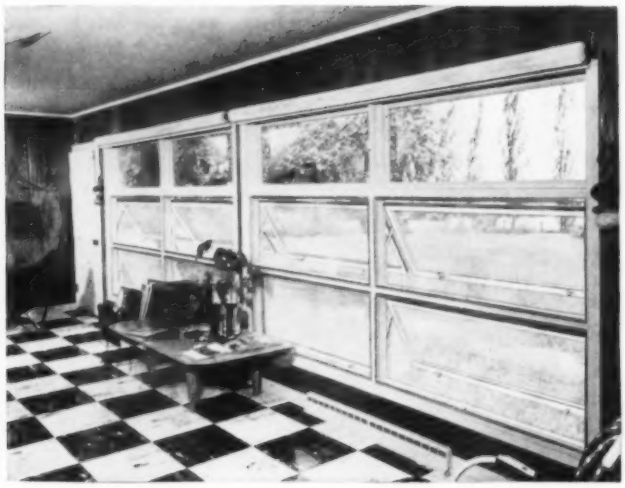
Name_____

Address_____

City_____ State_____

For the news

look to



Here's a simple way to achieve *window variety* in the homes you design or build—with Curtis Silentite Convertible windows. You can use the Convertible as an awning window, as a right- or left-swinging casement—for window walls—and in endless other arrangements. You can have Curtis Convertibles with or without accompanying louvres, with or without operators, as operating windows or as stationary sash. All in all, there are more than a thousand window combinations possible with Curtis Convertibles—adaptable to any type of wall.

What a bundle of advantages you'll find in Curtis Silentite double-hung windows. Here is a complete window unit offering finger-tip operation throughout its life, maximum weather-tightness, easy installation, and with a frame adaptable to any type of wall construction. Known as "floating" windows, these double-hung windows have self-adjusting weather-strips that assure year-round comfort and economy. Like all Curtis Silentite wood windows, they are preservative, water-repellent treated for long life. Many different sash designs to choose from.

New Zytel nylon hardware—for lifetime service

CURT

in windows...

Curtis

It's a 90-year-old habit with Curtis—designing and producing wood window units that make *news*. Every Curtis window type contains a hatful of exclusive features. Features, for instance, that make operation practically effortless. New ways to provide better, more efficient weather-tightness. New adaptability. And new economy, too!

If you think that's inclined to be boastful, we invite you to look into these wood windows for yourself. They're fully described in Sweet's—and available for inspection and sale at leading lumber and building materials dealers throughout the country. We think you'll agree that Curtis introduces a new conception of livability—into its Silentite window line.

For more complete information and literature, write Curtis Companies Service Bureau, Clinton, Iowa.

Designed to banish "casement blues." Curtis Silentite casements forever end the annoyance of sticking, swinging, slamming or rattling. Here is a complete pre-fit unit we believe to be the most weather-tight casement ever made—saves up to 17% of heating or air conditioning costs. No outside hardware to rust—no inside hardware projecting to get in the way. Curtis Silentite casement locks securely in any open position—allows ventilation with safety for young children and discouragement for prowlers. Ideal for use with picture sash as shown here.

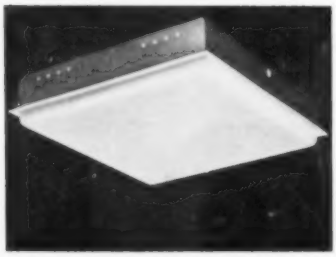
Two events to mark on your calendar—the Curtis exhibit at the N.A.H.B. show in Chicago and the permanent Curtis woodwork exhibit at the National Housing Center in Washington. Photo shows part of the permanent Curtis display in new housing center. N.A.H.B. Show—Sherman Hotel, Booths 579-580-581. Also Booth 746, Coliseum.

OPERATION 56 the year to fix HOME IMPROVEMENT

1855 CURTIS WOODWORK SILENTITE PRE-FIT the "Insulated" window

IS WOODWORK

heart of the home

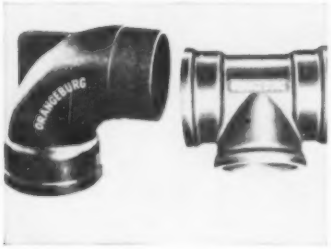


Recessed fluorescent light

A flushed recessed fixture with dropped plexiglas diffuser is called Atlas Model 62. Designed for easy maintenance, the unit has all wiring connected to a removable pan, independent of the housing. Available with 14, 15, 20, 49-watt fluorescents.

▶ *Atlas Electric Products Co., Dept. AB, 319 Ten Eyck St., Brooklyn 6, N.Y.*

Check No. 1363 on reply card, p. 168.



Introduces 3-inch fittings

These 3-in. quarter bends and tees are used for storm drains, overflow lines and other non-sanitary conductor lines. Will adequately handle at a 1% grade, the run-off of 822 sq. ft. of roof based upon a maximum rate of rainfall of 4-in. per hour.

▶ *Orangeburg Manufacturing Company, Dept. AB, Inc., Orangeburg, N.Y.*

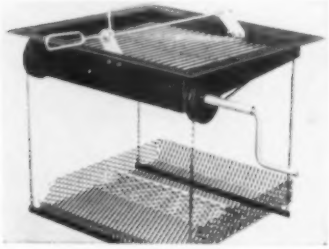
Check No. 1366 on reply card, p. 168.

New borer by Mall

This Mall underwalk and driveway borer, bores holes 4 to 10 times faster than other methods. Has a gasoline engine, and without removing any soil will make a 2-in. diameter hole. Portability provided by its rubber-tired wheels, which allows it to be rolled.

▶ *Mall Tool Co., Dept. AB, 7725 South Chicago Ave., Chicago 19, Illinois.*

Check No. 1369 on reply card, p. 168.

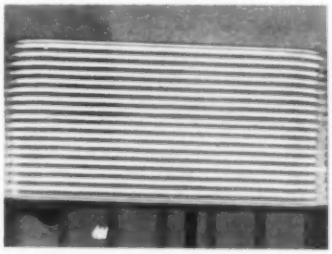


Barbecue controls heat

The proper cooking temperatures can be maintained by turning a crank which raises or lowers the fire basket to any position 3" to 30" from the meat. Cooking surface is 19 x 20, outside measurement of frame 24 x 23, retail price $49.95. Chrome-plated spit extra.

▶ *Grillcraft Co., Dept. AB, 477 E. Seventh St., St. Paul, Minn.*

Check No. 1364 on reply card, p. 168.



Lux-Right steel areawalls

Lux-Right steel areawalls for basement and window wells come in a wide range of sizes. Widths vary from 31-in. to 91-in. in 8 standard heights. Sturdiness and durability are assured by use of 14 and 16-gauge copper-alloy steel.

▶ *Saint Paul Corrugating Co., Dept. AB, South End Wabasha Bridge, Saint Paul 1, Minn.*

Check No. 1367 on reply card, p. 168.

Salamander added to line

New Insto-Hot salamander, No. 1415, is equipped with 100 per cent safety shutoff and pilot light, has mounted pressure regulator making nearby cylinder unnecessary; also advanced burner design providing complete combustion.

▶ *Insto-Gas Corporation, Dept. AB, 1977 East Woodbridge, Detroit 7, Mich.*

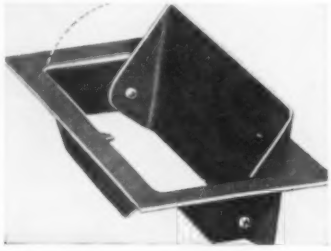
Check No. 1370 on reply card, p. 168.

Chalk line reel

The Evans chalk line, also designed to be used as a plumb bob, has a flush rewind handle, mechanical brake, and combination hook and ring securing device. Also new is a cartridge with ½" mouth for spill-proof reloading. One ounce refills are marked with color.

▶ *Evans Rule Co., Dept. AB, 400-416 Trumbull, Elizabeth, N. J.*

Check No. 1365 on reply card, p. 168.



Ash dump by Superior

The outside dimensions of this ash dump are 9½ x 5½ in., rough-in-dimensions: 8¼ x 4½ in., with a 1½-in. flange to hold it securely into the masonry. When door is in open position, it provides its full width through which ashes can be dropped.

▶ *Superior Fireplace Co., Dept. AB, 1708 E. 15 St., Los Angeles 21, Calif.*

Check No. 1368 on reply card, p. 168.

L-shaped prefab series

Basement equipped, these prefabricated Inland homes in the No. 820 and 820-G series have 1,144 sq. ft. of living space, with bath and a half, plus 36x24-ft. basement, attached garage, three bedrooms. One elevation shows fireplace, another a front porch.

▶ *Inland Homes Corp., Dept. AB, 501 College St., Box 915, Piqua, Ohio.*

Check No. 1371 on reply card, p. 168.

WELDTEX. Here in painted fir, also in gum and Philippine mahogany. Prices from $28**.

PLANKTEX. In natural or pre-finished Philippine mahogany. Pre-finished costs $47**.

V-PLANK. In oak, walnut, Korina®, Honduras mahogany, Samara*, cherry. From $52.

SEA SWIRL. Clear, weathered-look paneling without knots-$30**; knotty Surfwood—$24**.

SAMARA V-PLANK in this basement recreation room costs only $52 for a 12′ x 8′ wall (for built-ins use regular Samara).

In Canada: Weldwood Plywood Ltd.

TEXTURED WOODS

Give homes new beauty, a new kind of appeal with Weldwood textured woods . . . at a cost as low as $24 for an 8′ x 12′ wall!

Weldtex* — *patented* by Weldwood. *Only from Weldwood* can you get the original striated paneling that started the textured wood trend: fine for natural or painted finish. Comes also in exterior grade for siding; striations assure no grain raising or checking. Thicknesses: interior 5/16″, ¾″ in fir only; exterior ⅜″.

Planktex* combines the striations of Weldtex with alternate bands of smooth wood. Comes unfinished or completely pre-finished ready to apply. Thickness—5/16″.

Sea Swirl* **and Surfwood*** look like weathered driftwood; fine for dens, playrooms, cabins; texture hides nail holes. Thickness—5/16″.

V-Plank* features vertical grooves that give the effect of random planking. Comes already pre-finished by skilled woodcraftsmen. Thickness—¼″.

New low-cost hardwoods include beautiful mahogany-toned Samara and blond Nakora (¼″ and ¾″ thick). Both woods have unusual swirly grain patterns that give a dramatic look to any room. And look how little they cost: Samara — $24** and Nakora — $34**.

All panels available in standard 4′ x 8′ sheets, as well as other sizes.

Send coupon for more details or see your lumber dealer. To see the complete Weldwood line visit any of our 87 branch offices in principal cities.

**For a 12′ x 8′ wall

*Trade Mark

WELDWOOD® TEXTURED WOOD PANELS

Weldwood—The Best Known Name in Plywood

United States Plywood Corporation
Weldwood Building, 55 West 44 St.
New York 36, N. Y.

AB1-56

Send me your FREE home decorating book "Beautify Your Home with Weldwood Paneling" and your "Contractor's and Builder Handbook."

Name .....

Address .....

City ..... **State** .....

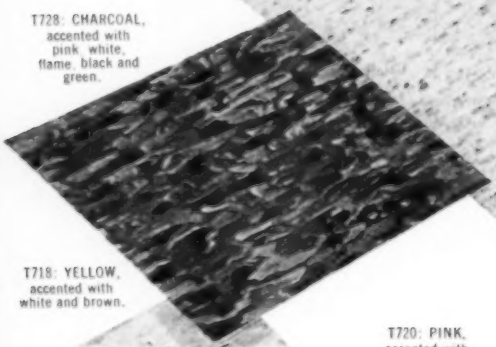
Get more SALES-BUILDING FLOOR APPEAL with *5 NEW* decorator colors in

Gold Seal

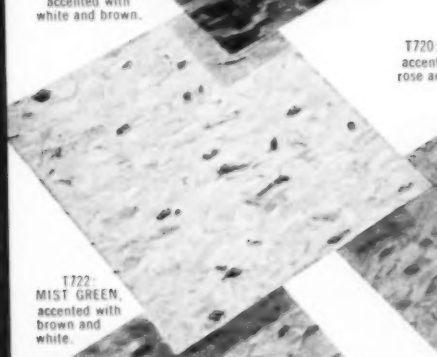
INLAID LINOLEUM

T730: BEIGE, accented with coral, green, and brown.

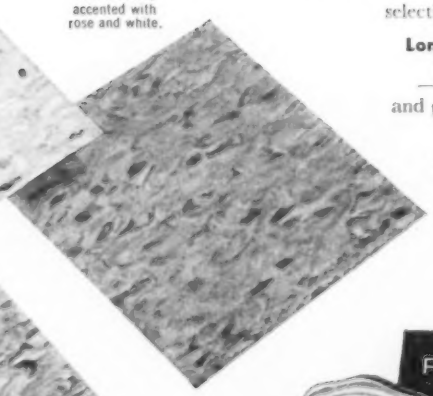
T728: CHARCOAL, accented with pink, white, flame, black and green.



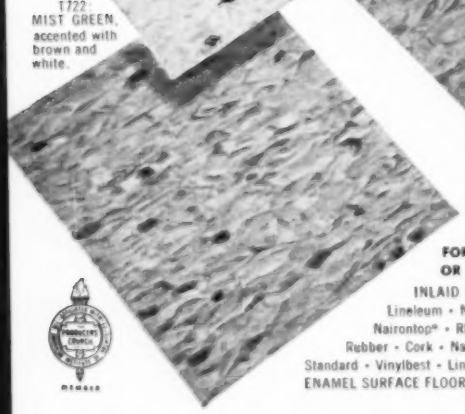
T718: YELLOW, accented with white and brown.



T720: PINK, accented with rose and white.



T722: MIST GREEN, accented with brown and white.



Now you can offer a big selection of 16 color themes in famous Sequin* inlaid linoleum. This feature can help you sell more homes *faster* in a market that is becoming more and more selective. Now *your* buyers can custom-design their floors!

Long wear, easy care! Colors in "Sequin" are inlaid *clear through* to the exclusive Gold Seal Superflex* backing —for years of wear! The satin-smooth surface seals out dirt and grime—and it's so easy to keep clean and sparkling!

These exciting new colors in "Sequin" are now being seen by the 18 million home-minded readers of "Better Homes & Gardens" and "Progressive Farmer." Be prepared for prospects pre-sold on "Sequin"! Contact your Gold Seal Dealer today!

Visit the Gold Seal booths, Numbers 420 and 421, Hotel Sherman, NAHB Convention, January 22 to 26.

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FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal®

FLOORS AND WALLS

FOR HOME OR BUSINESS:

INLAID BY THE YARD—Linoleum • Nairon® Standard Nairontop® • RESILIENT TILES—Rubber • Cork • Nairon Custom • Nairon Standard • Vinylbest • Linoleum • Ranchtile® Linoleum • Asphalt ENAMEL SURFACE FLOOR AND WALL COVERINGS—Congoleum® and Congowall® • RUGS AND BROADLOOM—LoomWeve®

*Trademark

New cooling units

Two and three ton unit, air-cooled and water-cooled, for both residential and commercial installation, are being added to the stove line of Perfection Industries. The residential models use a centrifugal type blower. Air-cooled units have a remote condenser.

▶ *Perfection Stove Co., Dept. AB, 7609 Platt Ave., Cleveland 4, Ohio.*

Check No. 1372 on reply card, p. 168.

Convector coil in heater

This winter air conditioner, The Challenger, is a furnace with a built-in hot-water system. It features the Metrofin Coil Unit, a fin-type convector coil which surrounds the hot-water jacket, and almost doubles recovery rate of water tank with no extra load on heater.

▶ *Metromatic Mfg. Co., Dept. AB, Medford, Mass.*

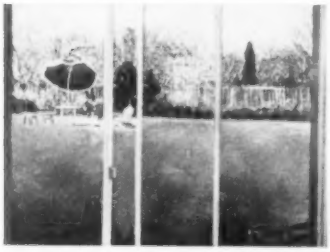
Check No. 1375 on reply card, p. 168.

Pool package

A complete pool package, delivered to the pool site includes all fittings and a filtration system. Construction requires no special equipment. Has precast concrete wall sections grooved to fit into each other. Walls are prepressed to prevent cracking.

▶ *National Pool Equipment Co., Dept. AB, P. O. Box 888, Birmingham, Ala.*

Check No. 1378 on reply card, p. 168.

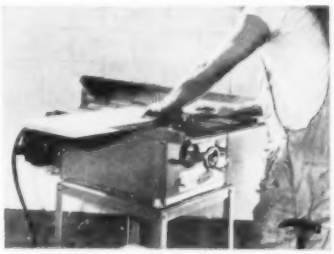


Sliding glass doors

Slide Master's new engineering process provides a weather seal and prevents rattle or side play. Sliding-glass doors have no bind, no warp, no painting, repairs or adjustments required; give silent, smooth action.

▶ *Slide Master Glass Door & Window Co., Dept. AB, 9015 Wilshire Blvd., Beverly Hills, Calif.*

Check No. 1373 on reply card, p. 168.



Low-cost circular saw

New bench model tilting arbor 10-inch circular saw, provides a large capacity low-cost portable "second" saw for builders, etc. Saw cuts stock up to 3⅛", weighs slightly over 200 lbs., is operated by 1-hp motor.

▶ *Delta Power Tool Div., Rockwell Manufacturing Company, Dept. AB, 443 North Lexington Ave., Pittsburgh, Pa.*

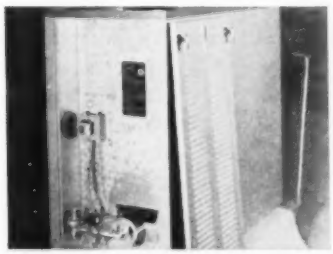
Check No. 1376 on reply card, p. 168.

Plywood filler

Damaged plywood can be saved with the use of Miracle Wood. By filling in the damaged spots and power sanding, the plywood can be used as a new production piece. Advantages: can be power sanded, planed and will readily accept a stain.

▶ *Newton Mfg. Co., Inc., Dept. AB, Nashua, New Hampshire.*

Check No. 1379 on reply card, p. 168.



Completely assembled lowboy

The gas fired automatic lowboy winter air conditioning furnace uses the most efficient Kaustine single-port upshot mushroom-type gas burner. The G72LB is rated at 72,000 Btu at bonnet, the G90LB at 90,000 Btu at bonnet, guaranteed 10 years.

▶ *Kaustine Furnace & Tank Co., Dept. AB, Perry, N.Y.*

Check No. 1374 on reply card, p. 168.

New design for living

This built-in range and oven has work-saving conveniences: a large low-temp. oven at easy viewing height with automatic signal lights and clock timer, broiler and rotisserie. Cooking top has automatic top-burner control and comes in 42" or compact 36" sizes.

▶ *O'Keefe & Merritt Co., Dept. AB, 3700 E. Olympic Blvd., Los Angeles 23, Calif.*

Check No. 1377 on reply card, p. 168.

5600 home designs

Best Homes for 1956 will feature "The Silent Architect"—an unusual visual demonstrator that permits choice of some 5600 possible "Freestyle" home designs. Many features are included such as deluxe kitchens with built in waist-high ovens.

▶ *W. G. Best Homes Co., Inc., Dept. AB, Effingham, Ill.*

Check No. 1380 on reply card, p. 168.

AMERICAN BUILDER | BLUEPRINT HOUSE

BUILDER:
Gerald E. Hall Construction Co.
Coral Gables, Fla.

ARCHITECT:
Harry E. Penny
South Miami, Fla.

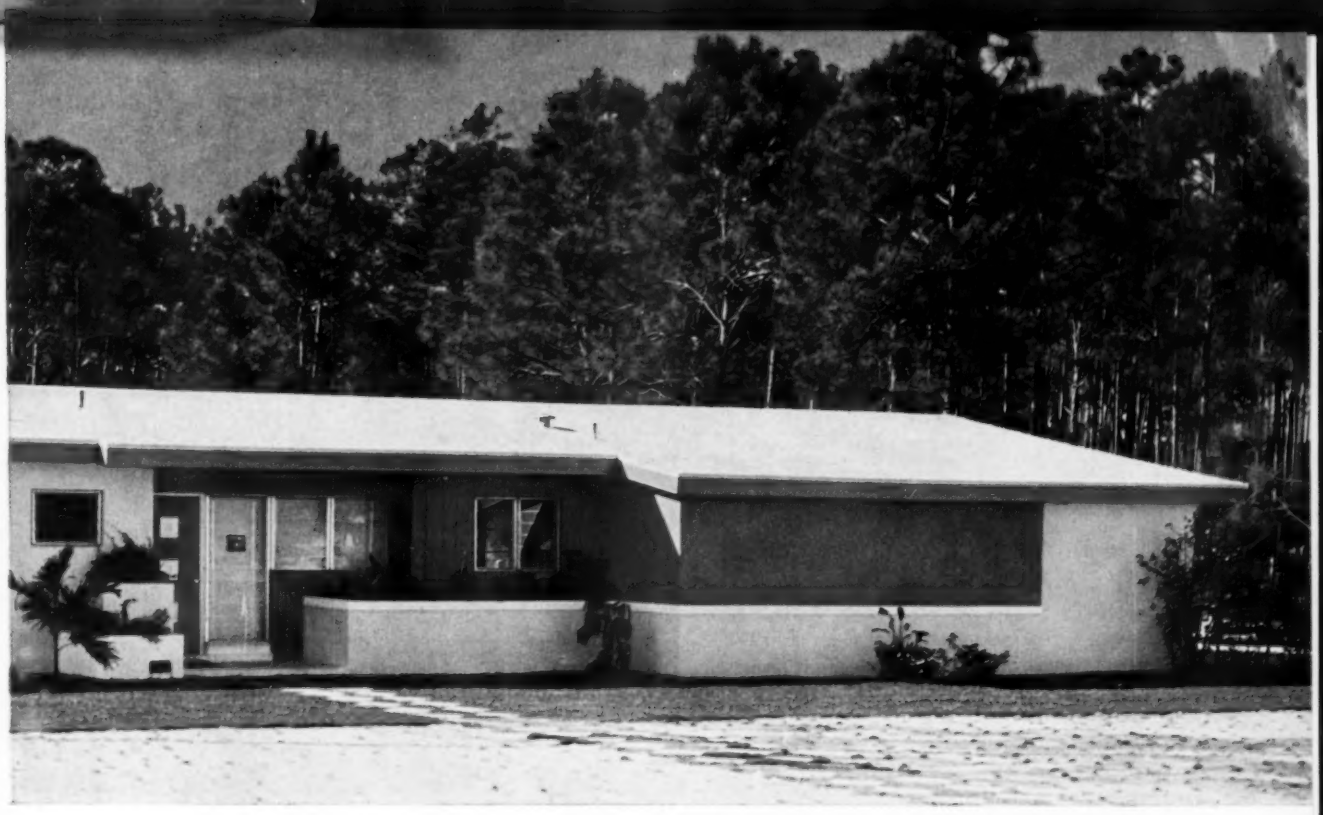
SQUARE FOOT AREAS:

House	1752
Carport	468
Porch	188
Total square foot area	2408

Total cost of house on full acre, including landscaping $23,894.00

PLAIN TINTED wall surfaces of stucco on concrete blocks, an economically framed gable roof, a pleasing arrangement of openings, an effective plan and good color treatment, make for a well designed house.

This house says "yes"



to a buyer's whims

This house gives a buyer what he wants, even if he wants to turn the floor plan around. The house can turn its back to the street and give the owner relaxed living with a rear-yard view. Or it can face the street—a traditional front elevation. The design is so versatile that fabrication costs remain constant whatever the buyer's choice.

Exterior and interior of the model house shown here can be varied by a switch in the position of the major rooms; thus virtually a brand new model is created without altering the roof profile. Shown here is the rear living room; but living room, dining room and kitchen can be located in reverse order with a large bank of windows toward the road.

Straight line partitioning permits this "flipover;" that is, the end cross walls of these rooms are continuous. Thus the changeover can be made without encroaching on surrounding rooms. The bedrooms too can be flipped either way so that the master can have a choice of exposure. The solid wall between bedrooms two and three can be replaced with a folding partition if necessary.

This spirit of variety is also manifested in the floor materials, with 9 x 9 inch parquet squares in quarter-sawed oak for the bedrooms and terrazzo for the others, except the kitchen where rubber tile is used.

Space and flexibility are the keynote of this South Florida house. An additional lift is given to the living room by the sloping cypress ceiling. A two-level effect is obtained by the drop in the dining room ceiling and the light cove above. The solid glass wall with its sliding panel literally makes one large area of the living room and the adjoining porch.

A feature of this house is the fact that it can quickly adjust to changes. In the event the installation of a pool is considered, then bedroom number four and its adjoining bath can be converted to serve as a "cabana." This can be done by substituting a door for the window in the bath to permit bathers to take a shower before entering the house. Otherwise the room and bath in this wing is ideal as a guest room or den.

This latest "Hallmark" home that is currently shown, contains four bedrooms, three baths and a load of unusual features. It can best be described as Florida at a high level . . . at moderate cost.

◀ **THE TERRACE** is separated from the living room by a series of jalousies and plain glass openings. Access to these areas is through the adjoining screen porch. The masonry of the fireplace extends out to form a closure for the terrace.

FEATURES ABOUND ON THE INSIDE ▶

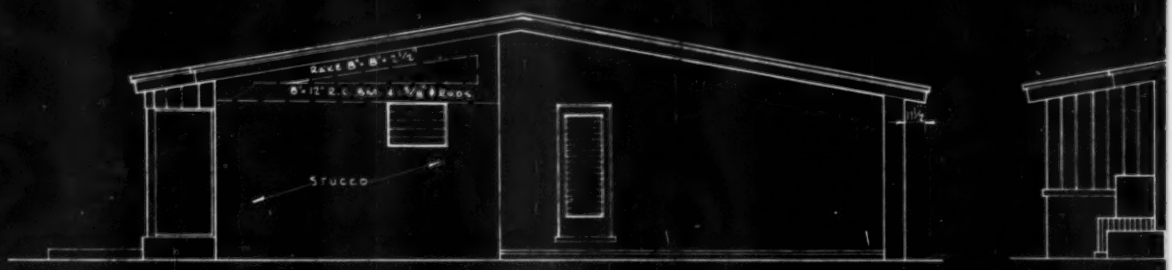
A FEELING OF SPACE is obtained in the living room with the all glass wall to porch, half of which is a sliding glass door, and the full length jalousie openings to terrace. The ceiling following the slope of the roof is covered with cypress. Walls are plastered.

THIS COLORFUL KITCHEN is compact, yet provides plenty of work area. The drop leaf table provides space for a quick snack. The area in back of the cabinets, which is part of the kitchen, is used for storage with the laundry equipment at the far end.

BRAND NAME PRODUCTS USED

Hotpoint appliances
Modernfold doors
Schlage locks
Pryne bath heaters
American-Standard plumbing
General Bronze patio doors
Congoleum rubber tile
Davis double seal jalousies
Lightolier fixtures
Nutone kitchen fan and hood
Bruce parquet flooring
Royal heaters
Daryl shower doors

For complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N.Y.



·LEFT SIDE ELEVATION·

SCALE 1/8" = 1'-0"

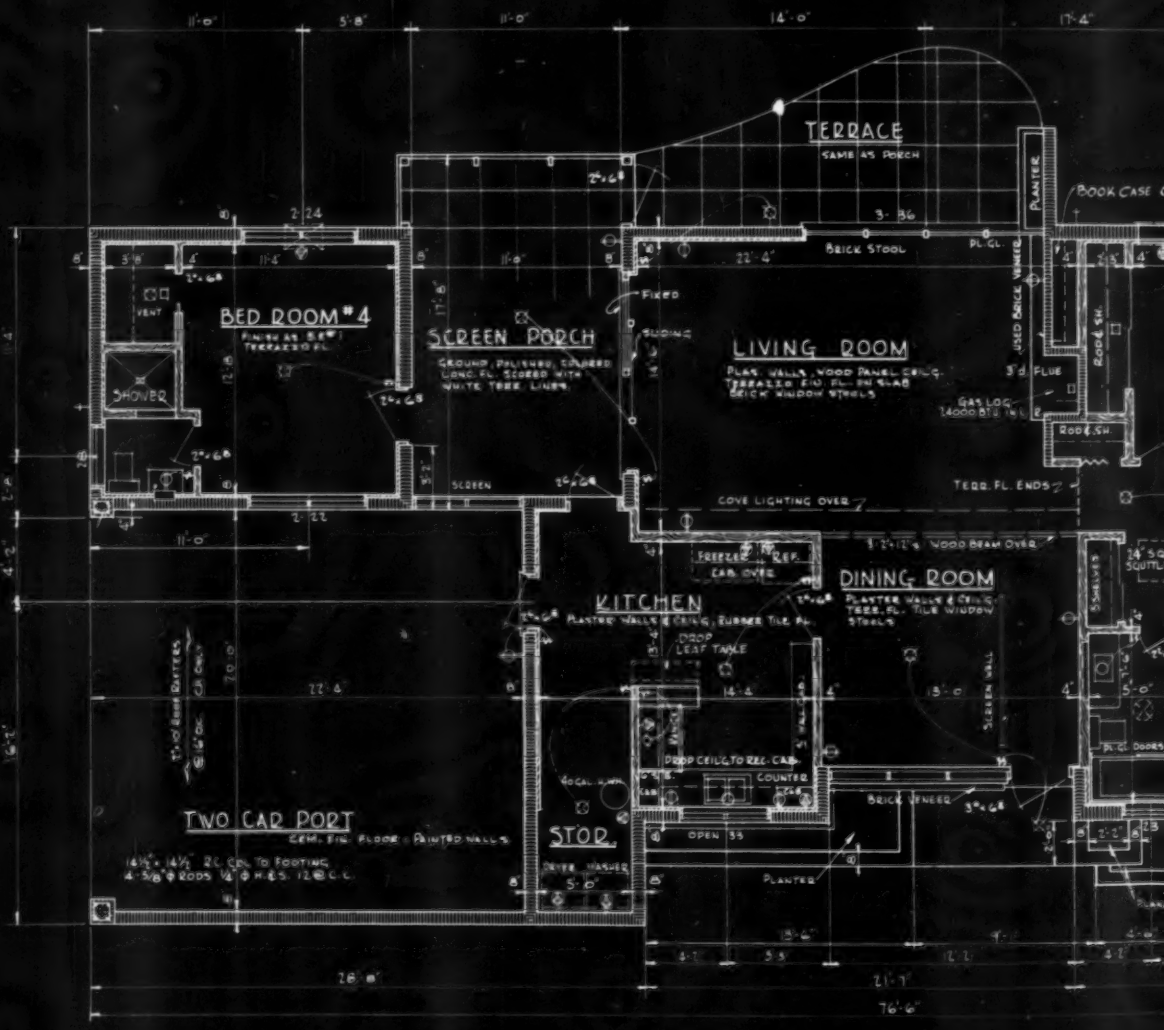
·REAR ELEVATION·

SCALE 1/8" = 1'-0"

·FRONT ELEVATION·

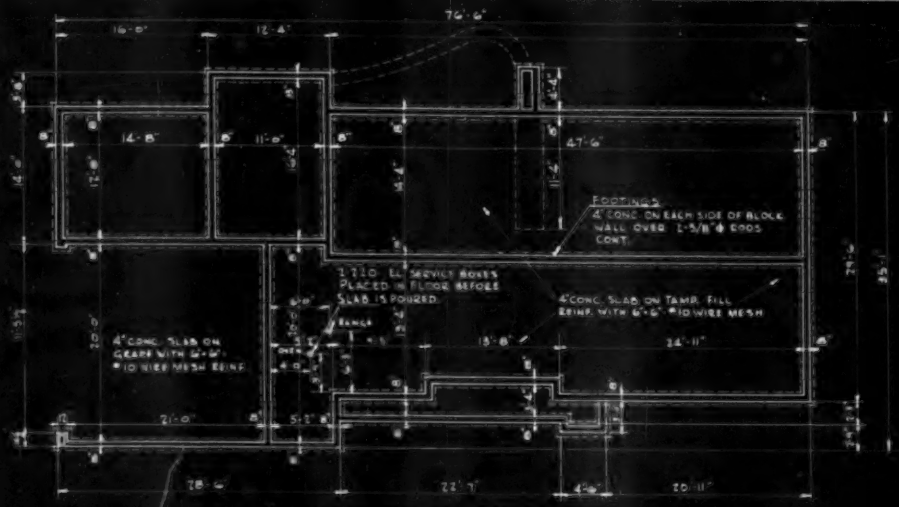
SCALE 1/8" = 1'-0"

PULL OUT FOR FLOOR PLAN



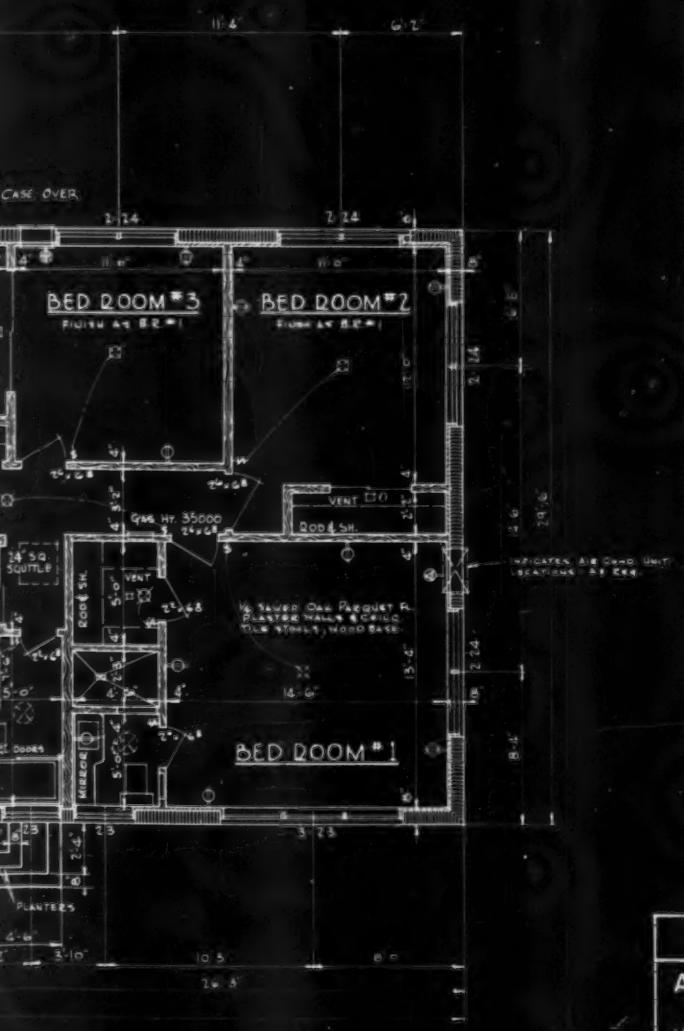
FLOOR PLAN

SCALE 1/8" = 1'-0"



FOUNDATION PLAN

SCALE 1/16" = 1'-0"



DESIGN NO. A.B.227

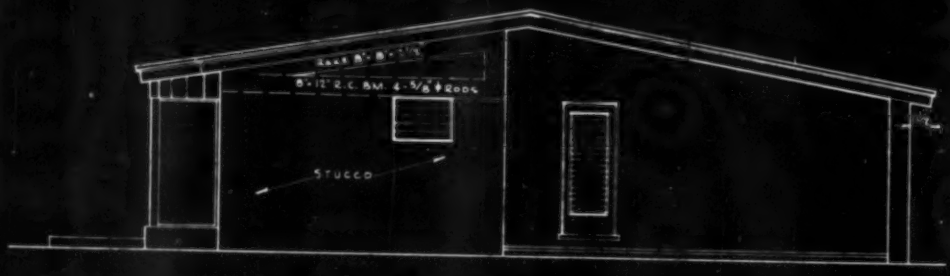
AMERICAN BUILDER BLUE PRINT SERIES

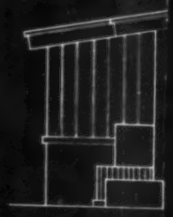
DESIGNED BY

HARRY E. PENNY ARCHITECT

SOUTH MIAMI, FLORIDA

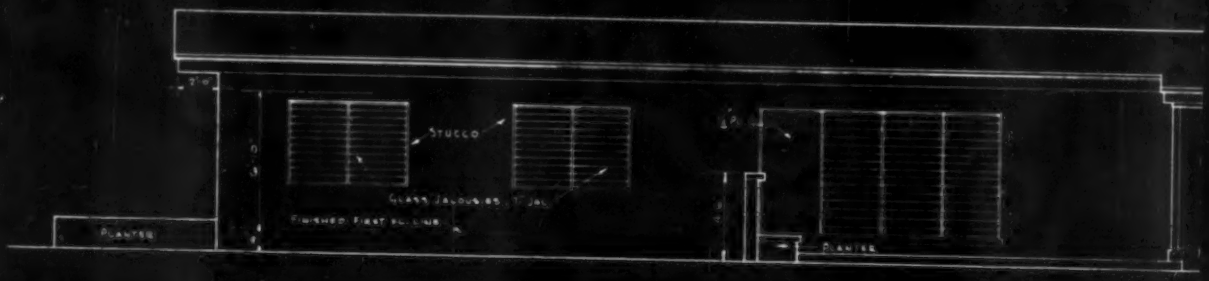
Simmons Boardman Publ., Corp 30 Church St., New York 7, N.Y.





LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"



REAR ELEVATION

SCALE 1/8" = 1'-0"

FRONT ELEVATION

SCALE 1/8" = 1'-0"

PULL OUT FOR FLOOR PLAN

THE OPPOSITE END of the living room contains the fireplace with the masonry wall extending out into the terrace. Visually, this treatment gives the terrace and the living room an undeniable feeling of unity.

Quantity List of Materials

For American Builder Blueprint House No. 227

Harry E. Penny, Architect

GENERAL INFORMATION

House—Type ..... masonry and stucco
Area ..... 1,752 sq. ft.
Cube ..... 19,272 cu. ft.
Carport—Area ..... 468 sq. ft.
Cube ..... 5,148 cu. ft.
Porch—Area ..... 188 sq. ft.
Terraces—Area ..... 164 sq. ft.

EXCAVATING

Trench for foundation ..... 386 lin. ft.
Chimney and column footing . 1 fireplace footing
(Some fill under slabs may be required)

CEMENT WORK

Foundations ..... 350 cu. ft.
Concrete work ..... 2,400 sq. ft. (incl. carport, terraces, etc.)
Thickness ..... 4"
Waterproofing ..... Integral in slab
Miscellaneous ... 6"x6"x10" wire mesh reinforcing throughout; porch and terrace to be colored concrete; 315 sq. ft. terrazzo finish on concrete slab.

MASONRY

Type ..... concrete block
Walls .... 2,300 sq. ft.; 60 sq. ft. face brick at fireplace
Window sills .... material not indicated
Chimney ..... 3" dia. flue
Flue lining ..... metal
Fireplace ..... for gas log
Lintel 1
Miscellaneous ..... 1 precast concrete window frame; 8"x16" concrete block reinforced lintels over all openings; 2½" dia. x 4' long corner rods in all corners; 38½"x10" anchor bolts for ceiling plate.

MILLWORK

Windows—type ..... jalousies material not indicated
Windows glazed including trim ..... 2—22; 12—24; 1—28; 5—23; 2—33; 4—36; 1 fixed light 36"x72"
Exterior doors .... wood and aluminum 2—2'6" x 6'8"; 1—3' x 6'. Aluminum slide door size not given 1—2'6" x 6'8" with jalousie
Exterior millwork
Flower boxes ... included in masonry
Interior doors, including jambs and trim 3—2'0" x 6'8"; 2—2'2" x 6'8"; 4—2'6" x 6'8"; 3 sets sliding doors on wardrobes
Special interior doors .. folding on closet 1 sliding door with fixed section in living room, size not given
Special interior millwork
Fireplace mantel ..... wood shelf living room bookcase, kitchen cases, bathroom cases, dining room screen

CARPENTRY

Beams and girders
3—2"x12"—14'0"
Studding and plates
190—2"x 4"— 8'0";
550 lin. ft. 2"x4"
Ceiling joist ..... 43—2"x6"—30'0"
20—2"x6"—14'0"
150 lin. ft. 2"x6"
Roof rafters ..... 72—2"x8"—18'0"
38—2"x8"—20'0"
25—2"x8"—22'0"
Roof sheathing ..... 3,900 b.f.m.
Furring ... 1,600 lin. ft. treated 1"x2"
Joist strap anchors 58
Flooring—hardwood . 500 sq. ft. parquet floor
Exterior material—soffits ... 480 sq. ft. exterior grade plywood
250 lin. ft. 1"x10"
eaves .... 150 lin. ft. 4" wide copper screen
porches .... aluminum columns, screens, and door

SHEET METAL

Drip and gravel stop .. 256 lin. ft. metal

ROOFING

Type ..... asphalt and gravel
Area ..... 31 squares

INTERIOR WALLS AND CEILINGS

Area to be covered ..... 5,800 sq. ft.

DOW

NOW! STYROFOAM

brings entirely new type of perimeter insulation to homes!

No other material like it! An expanded plastic, its remarkable insulating properties provide lifetime protection against cold

Styrofoam® (a Dow plastic foam) is the same insulation that's proved so outstandingly effective in industrial refrigeration work. Field tests and actual use by building contractors and architects prove it's just as permanently effective, just as economical in perimeter application!

Look at these outstanding advantages!

HEAT WON'T READILY PENETRATE IT . . . Styrofoam has a low "K" factor (0.25). And it stays low indefinitely.

DOESN'T ABSORB WATER . . . Because it has a non-interconnecting cellular structure. Here's the secret of its constantly low "K" factor. No exterior coatings needed, either.

RESISTS ROT, MOLD, VERMIN, DETERIORATION . . . Styrofoam has no food value so it's vermin and fungus resistant . . . won't rot, either. It lasts and lasts.

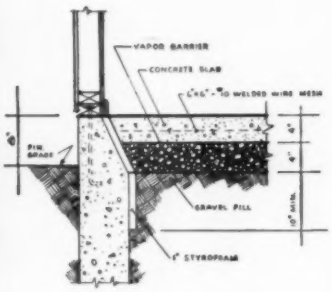
LIGHTEST RIGID INSULATION EVER MADE . . . Has an average density of 1.8 lbs. per cubic foot . . . can be installed in large pieces, cutting labor costs.

HIGH COMPRESSIVE STRENGTH . . . Average strength of 3,000 lbs. per square foot. Concrete floors can be poured right over it.

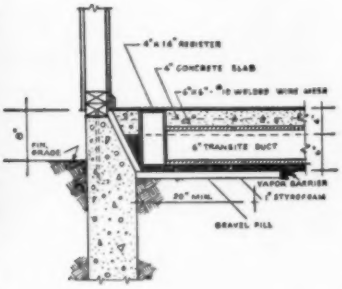
EASY TO HANDLE . . . It's light, clean . . . can be cut and shaped with ordinary tools . . . easily bonded to itself and other materials.

ECONOMICAL . . . Its ease of handling cuts time and installation costs. Its constantly low insulation value brings lower fuel bills.

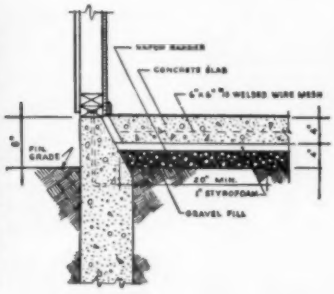
Here's how Styrofoam is used in perimeter applications



Styrofoam is being used in a vertical position for perimeter insulation. It can be adhered in place or held by back fill. Minimum F.H.A. requirements in vertical position are one to two inches thick from floor line to a depth of 12"-24" below grade line depending on climatic conditions.



In this perimeter heating application, Styrofoam is used both vertically above grade and horizontally from outer edge of slab on the grade. One inch thick Styrofoam perimeter insulation in a 1'-1½' combined vertical and horizontal width is accepted by F.H.A. for perimeter, radial and radiant type slab heating systems.



Styrofoam used in a horizontal position for perimeter insulation. One to two inches of Styrofoam is used for a distance of 12"-24" in from perimeter, meeting F.H.A. minimum requirements in various climatic areas. Due to the strength and moisture resistance of Styrofoam, the concrete floor can be poured directly over it without compressing the Styrofoam.

For further information on Styrofoam send in the coupon below or contact your nearest distributor of Styrofoam.

THE DOW CHEMICAL COMPANY, Midland, Michigan. *The Putnam Organization, Inc., Chicago, Ill. • Seward-Kauffman Corp., Elkhart, Ind. • Styro Products, Inc., Kansas City, Kansas • Atlantic Foam Products Co., Ipswich, Mass. • Par-Foam, Inc., Detroit, Michigan • Edwards Sales Corp., Minneapolis, Minn. • Floral Foam Products, Midland, Michigan • Styro Sales Co., New York City • William Summerhays Sons Corp., Rochester, N.Y. • G. & W. H. Corson, Inc., Plymouth Meeting, Penn. • The Emerson Co., Houston, Texas • Utah Lumber Co., Salt Lake City, Utah • S & S Sales Corp., Milwaukee, Wis. • Durofoam Insulation, Ltd., Kitchener, Ontario, Canada • Western Foam Products, Inc., Colma, Calif. • Wiley-Bayley and Co., Seattle, Wash.*

Please send me further information on Styrofoam for use in perimeter applications.

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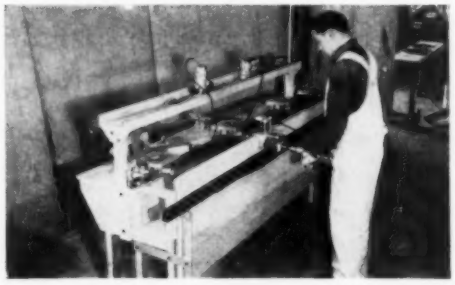

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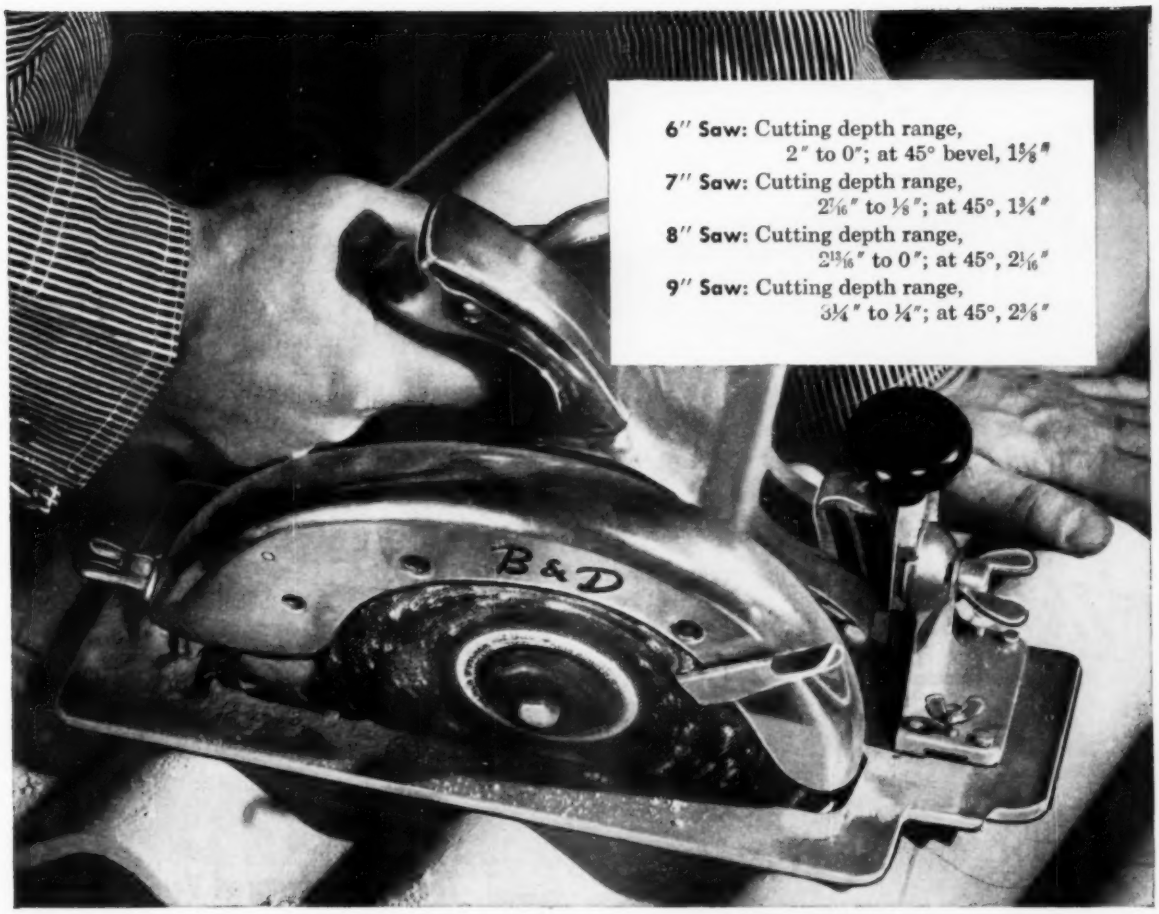
407 Sand Hill Road, Lebanon, Pa.



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The Most Advanced Ventilator In Home Building History

The Vent Is In The Hood — Not In The Cabinet
One Hood Adjusts To Fit Any Size Cabinet From 30" to 42"

★ Self-Contained Unit —

Hood, High-efficiency Ventilator, and 3-Speed Push-Button Control all in one, easily-installed unit. No cabinet cutting — no loss of cabinet space by ventilator or duct installation.

★ Unique Drop-In Ventilator—

Fasco's exclusive high efficiency radial impeller wheel plus heavy-duty motor draws more vapors with whisper quiet. Gives high volume . . . even on long duct installations.

★ Adjustable Modern Hood —

Adjusts to fit easily in any space 30 in. to 42 in.—exclusive design allows perfect fit to non-plumb installations where walls or cabinets are not exactly square.

★ Push-Button Control —

Fingertip control of ultra high, normal and low ventilator speeds; plus under-hood light.

★ Installation Time Slashed —

Needs only duct opening and six sheet metal screws. Light and ventilator pre-wired—just pull in BX and make one installation.

★ Unmatched Consumer Appeal

Modern curved contour design . . . no sharp, dirt catching edges. Large, adjustable grease tray traps grease from stove vapors . . . lifts out for easy cleaning.

Available in Kitchen White or Colonial Copper finishes; or Stainless Steel.

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THE PACIFIC LUMBER COMPANY
100 Bush St., San Francisco 4, Calif. AB-1

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard *Palco** redwood patterns, sizes, grades and grains.

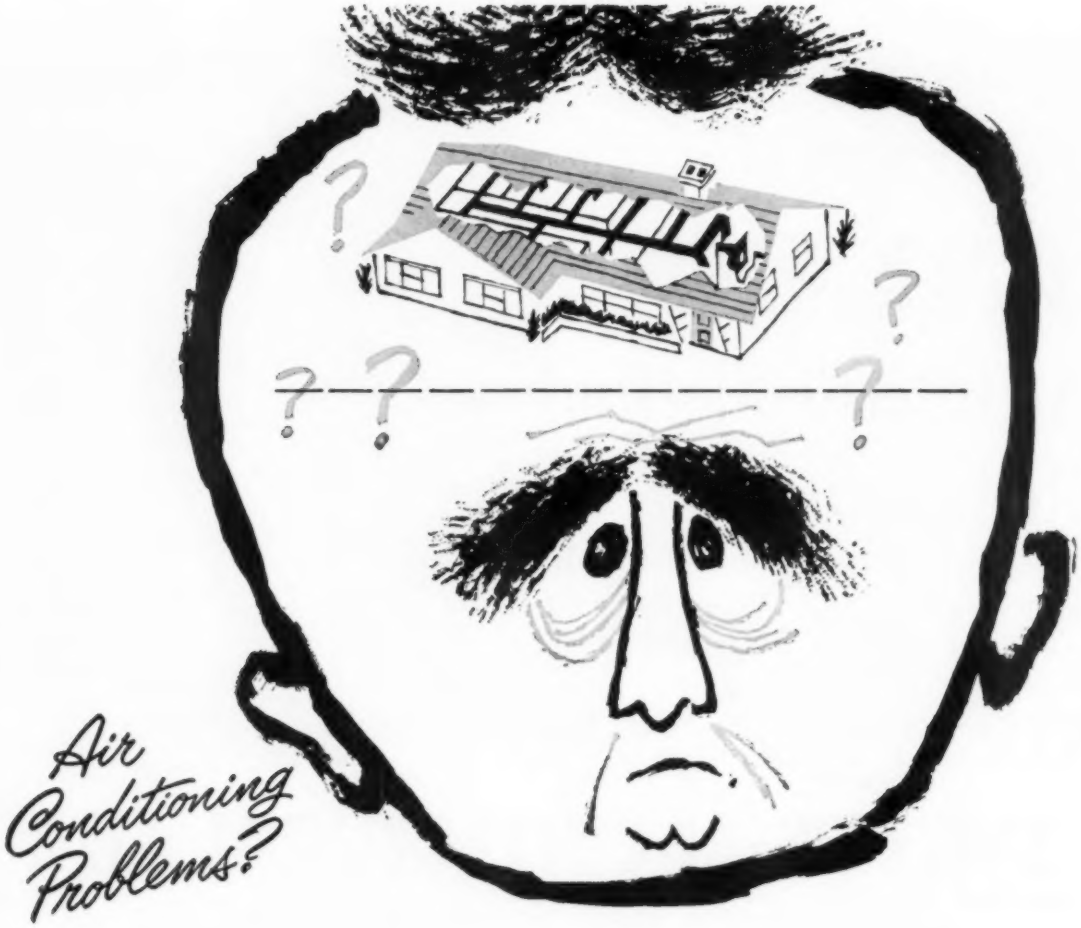
Name _____

Title _____

Company _____

Address _____

City _____ Zone ____ State _____



Airtemp EXPERIENCE is your best guarantee of trouble-free installations!

It's true! In air conditioning, as in building, there is no substitute for experience! And when you specify Airtemp, engineered by Chrysler, your Airtemp Dealer brings you the benefit of Airtemp's 21 years of specialized experience in residential air conditioning.

A factory-trained air conditioning specialist, your Airtemp Dealer is thoroughly familiar with builders' problems. From the flexible Airtemp "Spacesaver" line, including waterless and water-cooled equipment, he can meet every requirement of your site, plan and budget. He will efficiently handle every detail—from initial layout to final testing. And he will even supply service whenever it's needed *after* a house is sold!

Your nearby Airtemp Dealer not only offers you the greatest help you can have to simplify your air conditioning installations. He now offers you, in addition, a Merchandising Program *individualized* to your homes and your market to produce the quickest sales ever.

This comprehensive program includes personalized builder literature, personalized announcement cards, publicity kit, newspaper mats, product easel cards, billboard design, individual benefit display cards and a builder-tested co-operative plan. Call your Airtemp Dealer (he's listed in the Yellow Pages) for all the details.

Airtemp
DIVISION
CHRYSLER CORP

National Association HOME BUILDERS
CONVENTION EXPOSITION
Chicago
January 22-26
1956

DAYTON 1, OHIO

THE *FORWARD* LOOK IN
AIR CONDITIONING • HEATING FOR HOMES, BUSINESS, INDUSTRY

Best way to put up ceiling tile: Use a Bostitch T5-8 Tacker with Bostitch 9/16" or 1/2" staples. Press nose of tacker firmly into cove formed by tile flange. Squeeze the lever. You can drive three staples 4" apart in about three seconds and go on to next tile. You never mar the face of the tiles, and you can wear gloves to keep them clean.

Fastest way to apply insulation: Use either the Bostitch T5-8 Tacker or H2B Hammer, with Bostitch 3/8" staples. The hammer is faster with a little practice. You can drive staples with a flick of your wrist—*much* faster than hammer and nails. One hand is free to position the insulation. Available at your building supply dealer or local Bostitch office.

Install ceiling tile and insulation the way leading manufacturers approve

In co-operation with leading makers of ceiling tile and insulation, Bostitch has prepared a booklet which gives detailed instructions for installing these materials. The following firms have contributed important information for this booklet and approve this method of installation.

Armstrong Cork Company . . . . . makers of Temlok® Tile, Temlok® Plank and Cushiontone®.
The Celotex Corporation . . . . . makers of Celotex Tile Board and Finish Plank and Celotex Regular and Reflective Rock Wool Blankets.
Infra Insulation, Inc. . . . . . makers of Infra Multiple Aluminum Thermal Insulation.
Minnesota & Ontario Paper Company . . . . makers of Insulite Tile Board, Plank, and Interior Board.
National Gypsum Company . . . . . makers of Gold Bond Insulation Board Products and Rock Wool Insulation.
Reynolds Metals Company . . . . . makers of Reynolds Reflective Aluminum Insulation.
United States Gypsum Company . . . . . makers of Twin-Tile, Panel-Tile, Quietone, Auditone, USG Insulation Plank, and Red Top Insulating Wool.
American Sisalkraft Corporation . . . . . makers of Sisalkraft and Sisalation.
Wood Conversion Company . . . . . makers of Balsam-Wool and Nu-Wood Ceiling Tile.

Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

FREE BOOKLET — SEND COUPON FOR YOUR COPY

BOSTITCH, 821 Mechanic Street, Westerly, R. I.
Please send me your free booklet describing the best way to install ceiling tile and insulation.

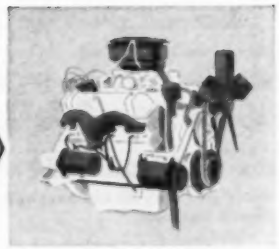
Name _____
Address _____
City _____ Zone _____ State _____

More power, comfort and capacity

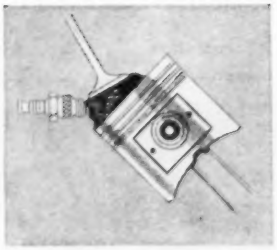
Up to 44% more USABLE POWER than any comparable truck

For ready, responsive power that saves road time . . . for rugged power that makes long tough pulls easy . . . GO FORD in '56! Ford's new F-100, for example, delivers more usable power than any other ½-tonner—*up to 44% more.* Only a *Ford* Pickup gives you a choice of Short Stroke engines: new 133-h.p. Six or new 167-h.p. Y-8. Short Stroke design means more miles per gallon . . . less engine wear per mile!

YOU'LL FIND ALL THESE MONEY-MAKING FEATURES ONLY IN THE '56 FORD TRUCKS



Most power per dollar—proved by comparisons of net horsepower and suggested list prices of *all* truck lines!



Highest compression ratios in any trucks, stretch gas mileage. Short Stroke power standard in every 1956 Ford Truck!

Biggest brakes in the ½-ton field —179 sq. in. lining area. New thicker, longer-lived linings last up to 33% longer!

than any other Pickup—'56 Ford!

Biggest body in the ½-ton field—new Ford 8-foot Pickup

Want the room to haul bigger loads and handle long, bulky objects with ease? This new 8-footer's got it! It gives you up to *19.6 cu. ft. more loadspace* than any other ½-tonner. And don't be afraid to pile on the load. Ford's F-100 has the sturdiest chassis in the ½-ton field!

Ford's new F-100 8-ft. box (shown) is mounted on a 118-in. wheelbase chassis. Standard 6½-ft. box is mounted on a 110-in. wheelbase. Custom Cab shown is available at extra cost.

DRIVER TIME and ENERGY SAVED with exclusive *DRIVERIZED* CAB; New LIFEGUARD safety, too

Only *one cab* offers such driving ease *and* safety—the '56 Ford *Driverized* Cab! It has a new full-wrap windshield . . . the *widest* of all standard rear windows (with full-wrap rear window available) . . . *exclusive* seat shock snubbers and level-action suspension. Plus *Lifeguard* safety features! Take a Test Drive today—and *feel* the difference in the new '56 Ford Trucks!

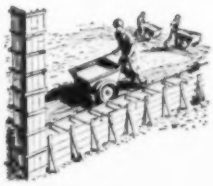
New tubeless tires standard on *every* model. Run up to 25° cooler, give extra miles, resist punctures and blowouts!

Lifeguard steering wheel helps protect driver from steering column in case of accident. Only Ford has it!

Lifeguard door latches give extra protection against doors springing open on impact. Only on Ford Trucks!

Fordomatic Drive (available at extra cost). Pays for itself in time and work saved, eliminates shifting, makes driving a pleasure.

POUR CONCRETE



ALL WINTER!

with SOLVAY CALCIUM CHLORIDE added to standard cement

- Cut protection time in half
- Provide extra safety
- Get high early and final strength
- Get "built-in" curing
- Eliminate cold-weather delays
- Increase workability
- Lower your costs
- Do the job in less time
- Be assured of top quality work

NEW, CONVENIENT 25-LB. BAG
Easy To Use
Assures Accurate Measurement

Get These Free Booklets!
"How You Can Get Faster, Safer, Better Winter Concrete"—Quick reading—gives you valuable data on how you can get improved results and savings in any type of concrete.

"The Effects of Calcium Chloride on Portland Cement"—40 pages packed with help for you—technical data, questions and answers, etc.

SOLVAY

Mail This Coupon Today

Allied Chemical

SOLVAY PROCESS DIVISION
Allied Chemical & Dye Corporation
61 Broadway, New York 6, N. Y.

Please send me without obligation or cost:

☐ "The Effects of Calcium Chloride On Portland Cement"
☐ "How You Can Get Faster, Safer, Better Quality Winter Concrete"

Name .....
Address .....
Company ..... Position .....
City ..... Zone ..... State 34-12

The Door that Gives You More —of Everything!

Beauty —the Frantz No. 566 Sectional Overhead shown above, with its smart modern lines, is the finest in garage door design. It's the door that is *made* for ranch-style homes—the last word in streamlined beauty!

Quality —Compare the 14 construction features, many of them exclusively Frantz and available nowhere else...the patented brakes, the 2-way Spring Adjustment, Automatic Latch-Lock, Cross Angles, and other advancements. Doors are 1⅜" thick, of kiln dried lumber, with ¼" fir plywood panels. All hardware, except springs and angles, is zinc plated to prevent rust—the outside handle is chrome-plated.

Easy Operation, Installation

Just turn the Latch...it opens itself!

The exclusive Glide-O-Matic action opens the door with a turn of the handle. There is no rebound, thanks to the patented *adjustable brakes! Parts are prefitted for easy assembly and fast installation. Standard headroom 13½"—or with low headroom device—6" for single opening sizes and 8" for double width doors.

Low Cost—In spite of the luxury and prestige of the Frantz No. 500 series, modern production techniques have brought the cost to within easy reach of the modest homeowner. Other models cost even less.

Variety —the Frantz 500 series is available in various sizes for single and double width openings. Other Frantz models in sectional, rigid (one-piece) types, and Frantz hardware sets, provide one of the widest and most complete lines available anywhere! Write for Catalogues No. 302 and 107 today.

*U. S. Patent No. 2702082

FRANTZ ROSETTES
Smart door ornaments in many designs add decorative distinction when painted in contrasting colors. Demountable, easy to apply, low in cost. Write for Rosette Catalog.

FRANTZ
GARAGE DOORS AND HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

Never before has it been possible to install a real wood-burning fireplace so easily and economically. Costly fireplace and chimney masonry becomes a thing of the past. No reinforcing of floors or walls is necessary. Complete in itself, it does not need to be enclosed in a mantel or other expensive finishing materials. Can be installed by semi-skilled workmen in 4 to 6 man-hours.

The Uni-bilt Fireplace provides a high prestige feature in the homes you build. Blends with any style architecture . . . can be painted to harmonize with any color scheme. Adds value the buyer can actually *see* at a price he can afford.

Underwriters' Approved! Uni-bilt Fireplace is approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling or roof material with complete safety.

See how easily the Uni-bilt Fireplace is installed.

The fireplace simply bolts to the studding. The chimney sections are then extended through the roof and the chimney housing flashed in place. No special tools needed.

Now include a fireplace in your homes.

Home buyers want real wood-burning fireplaces. Now you can provide the sales appeal of an open fireplace within reach of even the most modest home.

● See the Uni-bilt Fireplace at the 1956 NAHB Exposition Booths 508-509 Hotel Sherman ... Chicago

Uni-bilt FIREPLACE

Mail this coupon for full details!

Vega Industries Inc., Uni-bilt Division
711 Glen Ave., Syracuse 5, N. Y.

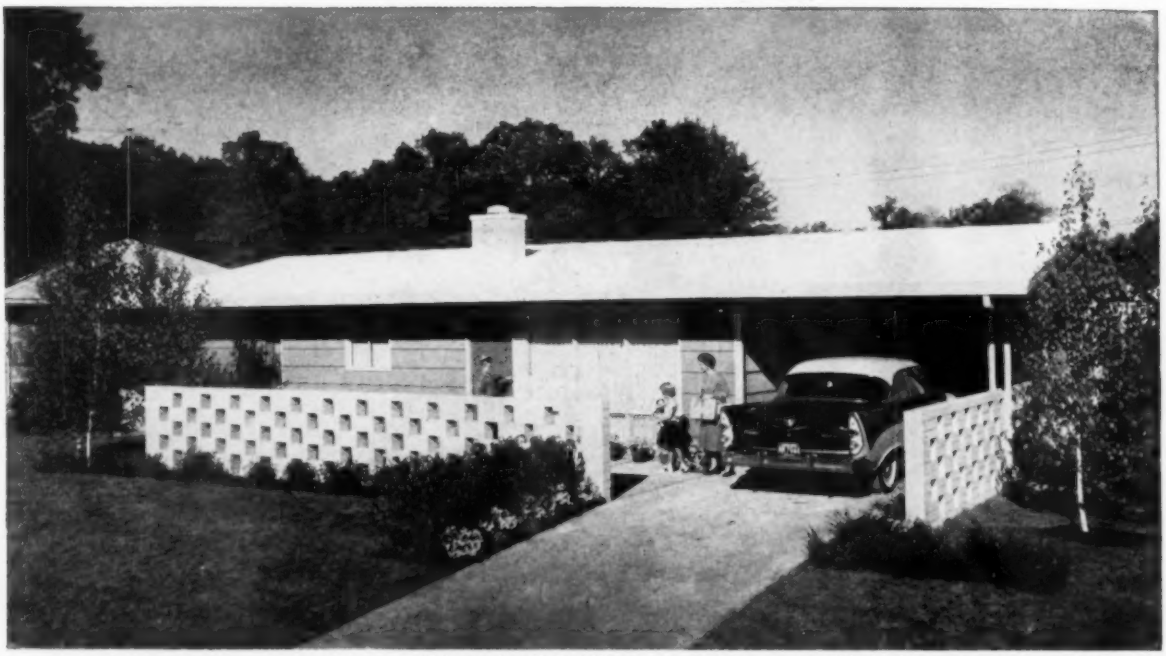
Send complete information on the new Uni-bilt Fireplace.

Name .....

Company .....

Street .....

City ..... Zone ..... State .....



While attending NAHB's 1956 annual convention be sure to visit National Homes' new Gilmore, pictured above.

For greater Volume Profits

BUILDERS ARE USING NATIONAL HOMES

National homes are a brand-name product purchased by one out of every 48 of today's home-buyers. Demand for our homes is increasing and we have expanded our facilities to produce 290 homes a day — 37,500 houses more a year!

We are now ready to expand our organization. We want project builders who will concentrate on the budget-priced Pacemakers, other builders to specialize in either Custom-Line or Luxury homes, and still another type of builder whose operations are suitable to scattered lot construction.

National Homes builder-dealer franchises are non-exclusive and our experience has shown that more than one can profit in an area. Indeed, increased public attention and interest in the added operations quickly result in a greater volume of National homes sold and built.

Investigate the advantages offered you by a National Homes builder-dealer franchise—wide public acceptance, assistance in financing through National Homes Acceptance Corporation, two open house promotions each year backed by powerful advertising, quick turnover of capital, volume profits, counsel and help with codes, zoning, etc.

Qualified conventional builders can get in on the ground floor of the most successful building operation in the country! For more details on how you may profit, contact me personally. James R. Price, President. National Homes Corporation, Lafayette, Ind.

Country's Largest Builders Now Use NATIONAL HOMES

Here are three of the country's largest builders who have recently become National Homes Builder-Dealers

COPYRIGHT 1956, NATIONAL HOMES CORPORATION

Be Sure to Visit National Homes Exhibit at NAHB
Space 62-65 Conrad Hilton Hotel

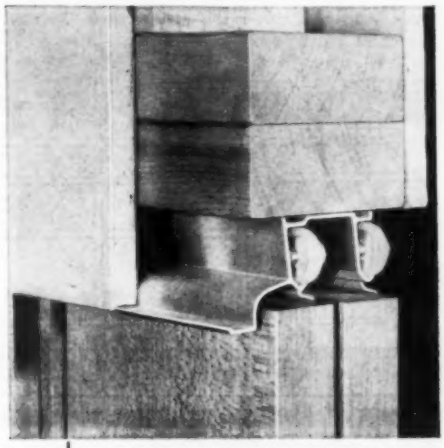
ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY . . . nh National HOMES

ideas

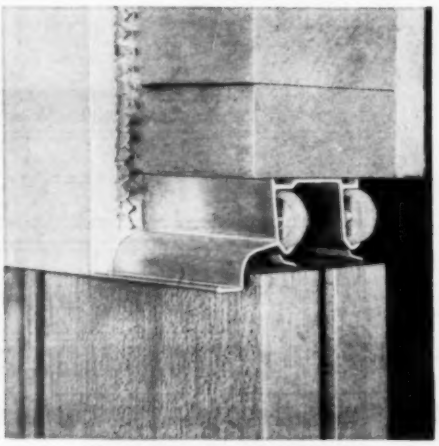
for using the new "Washington"

PLASTER GROUND* ALUMINUM TRACK

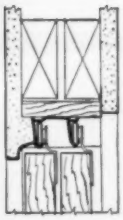
*Pat. Applied for



WALLBOARD WITH METAL TRIM



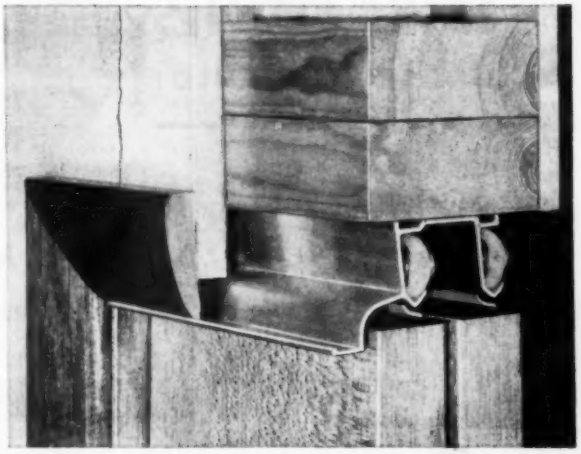
PLASTER WITH METAL BEAD



ALTERNATE HEADER DETAIL

Labor costs cut substantially with this track that becomes an integral part of the door frame. When used in combination with the new "Washington" double-wheeled hangers, this Plaster Ground track will carry doors weighing up to 100 lbs., and is ideal for dormitory or commercial installations.

Used with plaster or wallboard, this track eliminates the necessity for a valance or facia strip, although if one is preferred, the alternate method of using wallboard with wood trim is suggested.



WALLBOARD WITH WOOD TRIM

See this new track with other fine "Washington" products at the NAHB show in January, booth No. 419. (Also see us in Sweets).

WASHINGTON® LINE

For a complete catalog on "Washington" Rolling Door Hardware, fill out the coupon at right, and mail to the manufacturer.

To: Washington Steel Products, Inc., Dept. AB-1, 1940 East 11th St., Tacoma 2, Washington

GENTLEMEN: *Please send me catalog information on the Washington Line.*

Name.....

Address.....

City.....*Zone*.....*State*.....

WELCOMED BY ARCHITECTS DESIGNED BY BUILDERS DEMANDED BY HOMEOWNERS

For Multiple Combinations

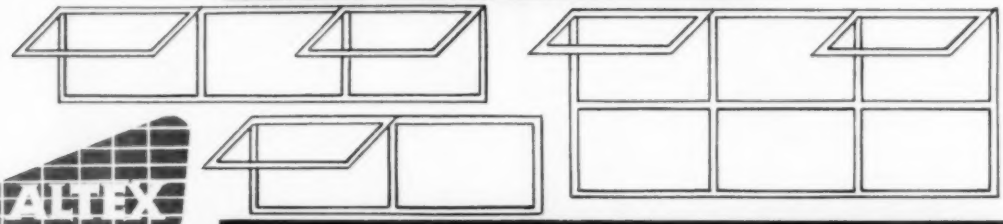
National Association HOME BUILDERS Annual CONVENTION & EXPOSITION Chicago January 22-26 1956

BOOTH 410 & 411

Flex-a-lite

ALUMINUM AWNING-VENT AND FIXED TYPE WINDOWS

ONLY A MINIMUM STOCK AND STOCK SPACE REQUIRED



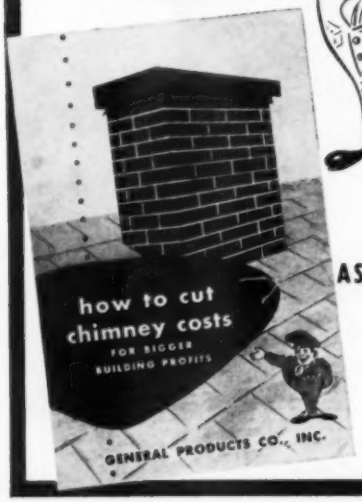
ALTEX

ALTEX ENGINEERING COMPANY • 125 INDUSTRIAL ROAD • SUMMERVILLE, S. C.

NOW... EXTRA PROFITS

ON EVERY HOUSE YOU BUILD!

FREE BOOKLET!



Time means money—you'll save both when you get this booklet, "How to Cut Chimney Costs." It's designed for you—to help you build chimneys faster—at much less cost!

We went to builders for down-to-earth facts—then compiled these practical suggestions as to how you can make bigger building profits by cutting your chimney costs.

This information means money in your pocket. Up to the minute data on JOB-TESTED, time saving techniques and developments. Ways to eliminate costly operations—save on materials—make the most of available space!

This is a booklet you can't afford to be without!

AND IT'S A FACT!

AIR-JET PACKAGED CHIMNEYS GIVE YOU A FIVE-STAR SAVING!

- Save TIME—Install in one man-hour!
- Save MONEY—No special tools for installation!
- Save LABOR—No assembling. Factory painted!
- Save WORRY—UL approved. FHA accepted!
- Save SPACE—Enough for a linen closet!

ASK ABOUT AIR-JET—THE LAST WORD IN PACKAGED CHIMNEYS!

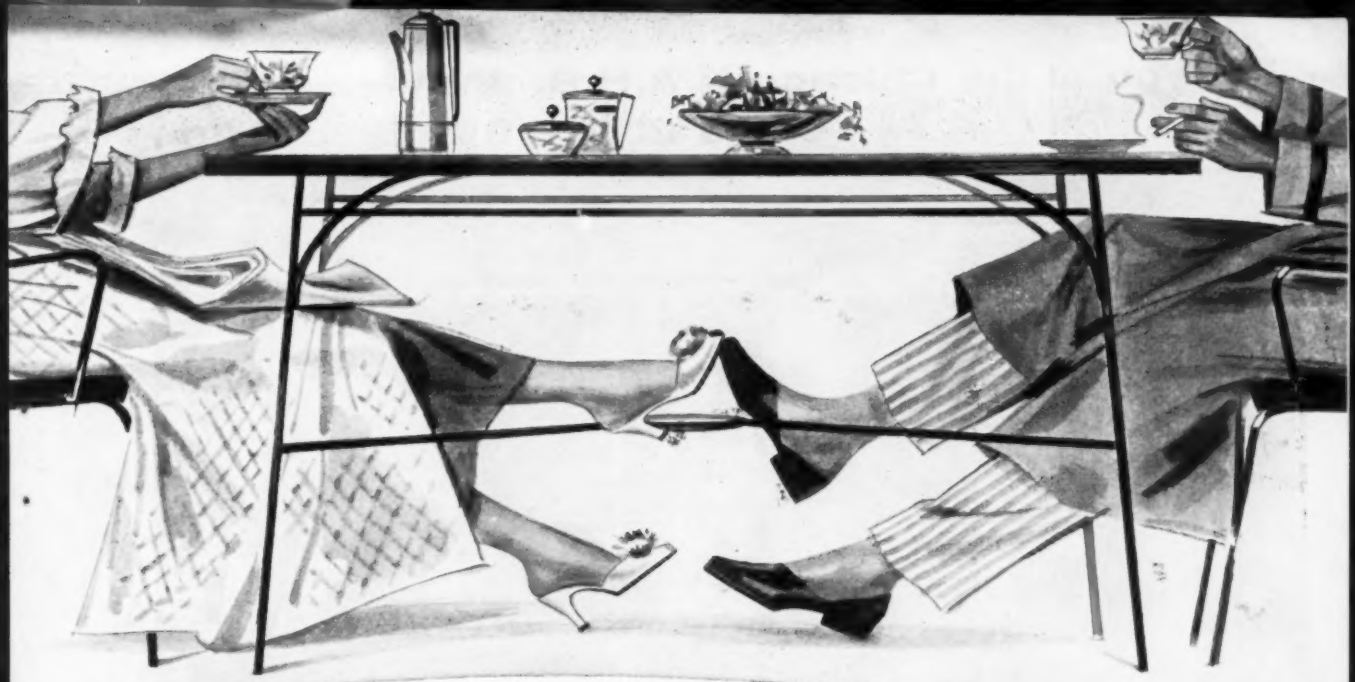
GENERAL PRODUCTS

COMPANY, INC.

Dept. AB

FREDERICKSBURG, VIRGINIA

AIR-JET. OUTRANKS THEM ALL



A "Living-Room" Kitchen

with Hotpoint built-in electric appliances puts SELL in *any* home!

With Hotpoint built-ins, you can offer kitchens that are as warm and friendly and beautiful as the other "living" rooms in your homes—kitchens for living in and entertaining in, as well as kitchens that offer the very latest in convenience.

The "living-room" kitchen is what this year's home buyers want—and the builder who gives it to them will be the builder who sells his homes the fastest.

Build this extra sell into your new homes with the exciting new 1956 Hotpoint line of built-in ovens, surface cooking units, refrigerator-freezers and dishwashers. New models, packed with new and exclusive selling features, are available in your choice of gleaming stainless finish or any of 5 beautiful colors.

And, the **new low prices** make Hotpoint built-ins the outstanding values in the industry. See them **soon!**

SEE THE COMPLETE LINE OF Hotpoint Built-in Appliances FOR '56 AT THE NAHB CONVENTION AND SHOW, JANUARY 22-26—Booths 84-85, 102-103—Exhibition Hall—Conrad Hilton Hotel

OR

Contact your Hotpoint Distributor Builder Specialist

OR

Write, wire, or phone us direct for complete details

look to **Hotpoint** for the finest-first!

HOTPOINT CO. *(A Division of General Electric Company)* ***5600 West Taylor Street, Chicago 44, Illinois***

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE

See you at the Chicago N.A.H.B. Show—
Booths 209-210 Conrad Hilton

Pictured here is a typical example of the attractive new Rusco Multi-Lite Window, Rusco's Screen and Storm Door Combination and the all-metal Door Canopy.

RUSCO
Picturamic Vented
multi-lite
PRIME WINDOW
made of hot-dipped, tubular, galvanized steel

Other popular RUSCO PRIME WINDOWS!

- The Horizontal Slide
- The Vertical Slide
- 3 and 4-light Fulvue

And RUSCO has more plus features—!

- No on-the-job glazing, painting, fitting or later adjusting
- Available with insulating sash (optional) that provides MAGICPANEL® year'round, rain-proof, draft-free, filtered-screen ventilation
- Built-in felt weatherstripping
- Fiberglas Screen that won't rot, corrode or stain—never needs painting
- Sliding glass panels removable from the inside for easy cleaning
- Glass replacement is quick and easy with Rusco's vinyl plastic spline that serves as "putty" and can be reused.

Here's a major step forward in the Prime Window field! The new Rusco Multi-lite Picturamic Vented Window answers the demand from builders for a steel prime window that complements the long, low lines of the popular ranch-type home and gives light plus ventilation.

Like *every* Rusco Steel Window, it adds to your profit, too, because it's a *complete*, packaged window. You save on field labor, installation time, painting, glazing and adjustment. The total *installed* cost of Rusco is often less than the cheapest window!

Home buyers like the new and beautiful look Rusco Prime Windows give to a home, too. And because consumers are pre-conditioned by Rusco national advertising and the Rusco quality reputation to expect a better home when it's equipped with Russell products, *your* selling job is easier.

Call your Rusco man or write us for full information on Rusco Steel Prime Windows.

"Hello There! I'm Miss Rusco from the Consumer Service Department. I'll gladly send you FREE Rusco Prime Window literature if you'll write to me at the address below—or call your nearest RUSCO MAN!"

THE F. C. RUSSELL COMPANY
Dept. 7AB 16, Cleveland 1, Ohio • In Canada: Toronto 13, Ontario

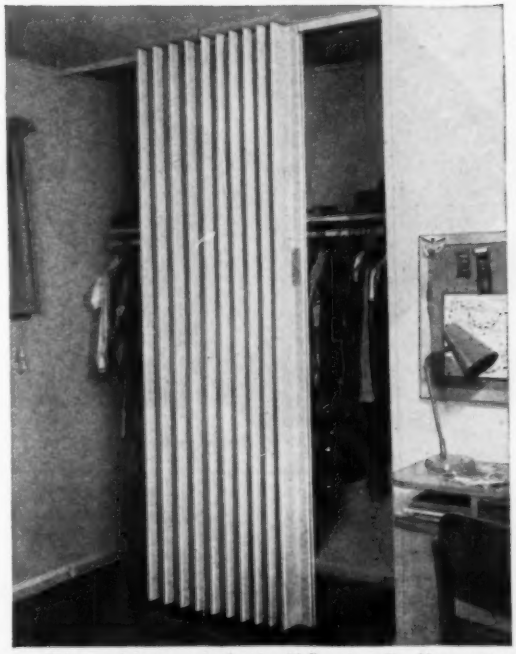
Always one step ahead of the weather with RUSCO

FREE LITERATURE available on Rusco Awnings, Door Canopies, and Screen and Storm Door Combination.

Are your closets merchandising your houses?

Modernfold openings are the last word in convenience...cost no more than awkward conventional doors and require no servicing

You know it's a woman who decides on the house. These completely accessible, roomy MODERNFOLD closets offer luxury she wants and can brag about! That's merchandising you can't afford to miss. And it's a fact you spend no more—could be less. Figure it for yourself. Count costs of hardware, time and installation labor on conventional sliding doors. You get MODERNFOLD closures *complete*, in decorator colors or even wood-grain finishes—ready for easy, quick installation. Lifetime quality. They can't warp, crack or jam...so you *save* the cost of servicing. You owe it to yourself to get all the facts. Call a MODERNFOLD Distributor, or send the coupon—today.



This complete access to closets with floor-to-ceiling MODERNFOLD Doors instantly catches a woman's eye...their sound, trouble-free construction pleases the men.

PRIVACY OF AN EXTRA ROOM—ANOTHER BIG SALES-POINT

MODERNFOLD dividing wall provides separate rooms for children.

For MODERNFOLD "Custom" closures of any size, look in city classified directory under "Doors." Our standard closures are available at your building supply dealer.

NATIONALLY ADVERTISED MODERNFOLD CLOSET OPENINGS HELP CLOSE SALES!

modernfold
DOORS

NEW CASTLE PRODUCTS, INC.
Dept. A21, New Castle, Indiana

Please send complete information on MODERNFOLD Doors.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

In Canada, address New Castle Products, Ltd., Montreal 6.

© 1956, NEW CASTLE PRODUCTS, INC.

ANNOUNCING

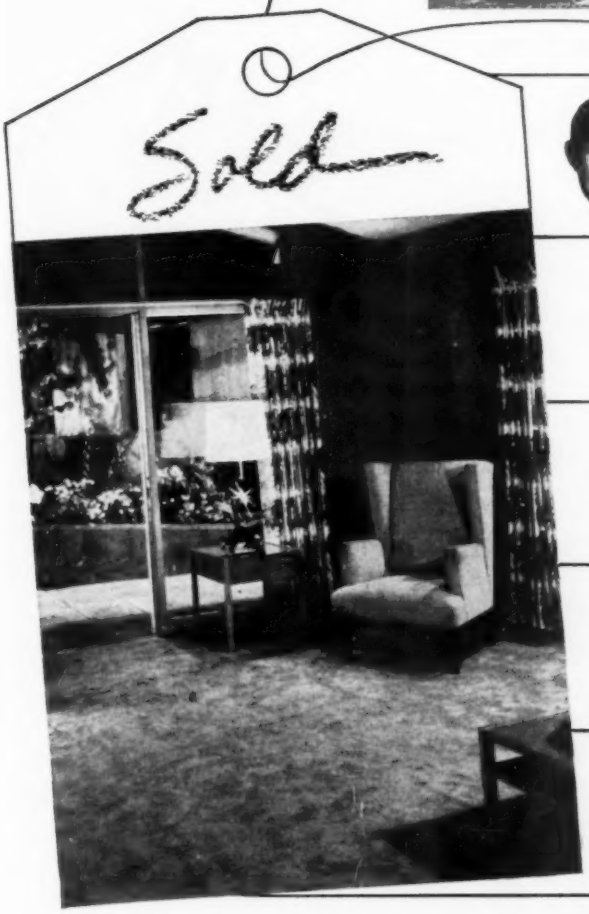
NEW NAMES* FOR WEST COAST LUMBER GRADES

Douglas Fir • West Coast Hemlock • Western Red Cedar • Sitka Spruce

WATCH FOR NEWS OF THE EFFECTIVE DATE, AND YOUR FREE COPY OF THE NEW GRADING RULES WHICH WILL BE MAILED TO YOU.

* Applies to Boards, Dimension and Timbers.

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. MORRISON, PORTLAND 5, OREGON



"Now we sell homes complete with carpet and sell twice as many"
says Donald Scholz of Toledo, Ohio.

Top Michigan builder calls carpet "The best silent salesman."

"Carpet sells homes faster"
says leading Dallas builder.

"Homes sell faster when you include carpet in the price"
says leading California builder.

Pittsburgh builder offers carpeted homes to bring out 15,000 prospects.

Hundreds of builders are proving it: you can sell homes faster with carpet in the package

All over the country, builders have learned that they sell homes much faster with carpet included in the purchase price of the home.

The builders you see here... and many, many more... are cashing in on the great desire people have for carpet. They know that carpet is one of their best selling tools.

Why? Because surveys show women prefer carpet 13 to 1 – for its beauty, comfort, quiet, safety, warmth and easy care. But when they're buying a new house, their cash and credit are tied up. They feel they can't afford carpet.

And that's how smart builders cash in. They include carpet in the purchase price and a sale is made.

Get together with your local carpet retailer to see what carpet can do for you. Or write the Carpet Institute for information on selling homes complete with carpet.

Home means more with carpet on the floor – more quiet • comfort • beauty • safety • easier care

Buy carpets designed and made for the American way of life by these American manufacturers

Artloom • Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown
Holmes • Karastan • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

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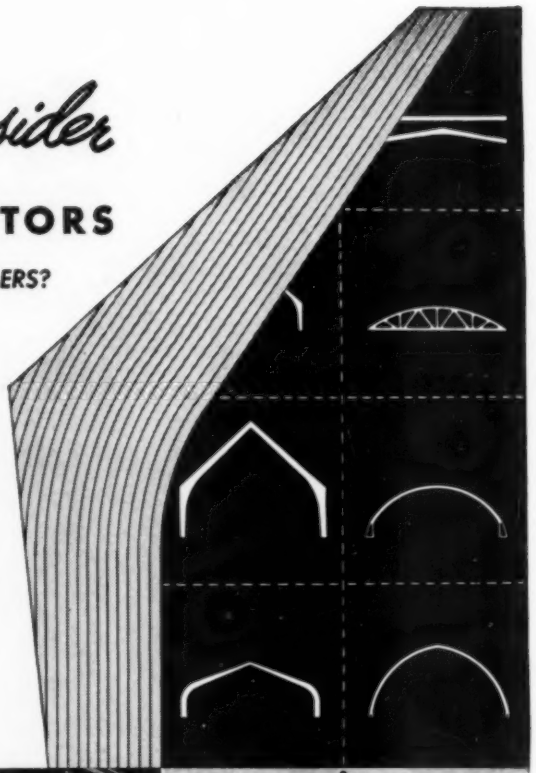
Do You Consider

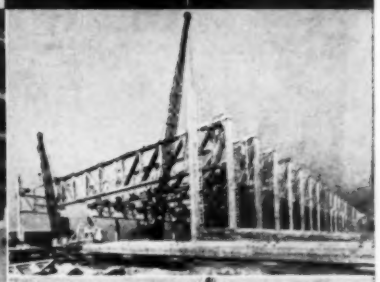
THESE 4 IMPORTANT FACTORS

WHEN YOU SPECIFY GLUED LAMINATED WOOD MEMBERS?



PRODUCT QUALITY No matter how hard we try—we can't say it better than this contractor who wrote, "Our contract will be more profitable to us because accurately fabricated Rilco members were assembled and erected with surprising speed." Rilco quality also contributes to a "good job" and helps assure "owner satisfaction."

SERVICE Detailed drawings are provided to speed field work—save erection costs. Experienced Rilco service engineers are available to give bidding and on-the-job advice.



DELIVERY delays cost money and create ill will. Rilco plants are strategically located for shorter hauls and complete assurance of delivery when promised.

PRICE initially is seldom the true factor in determining the final cost. Considering all of the above advantages, completed cost is lower with Rilco.

Your reason for ordering Rilco arches, beams, rafters or trusses for your next school, church gymnasium, store, commercial or industrial building could be any of the above. Together they add up to an important ingredient . . . integrity.
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RILCO
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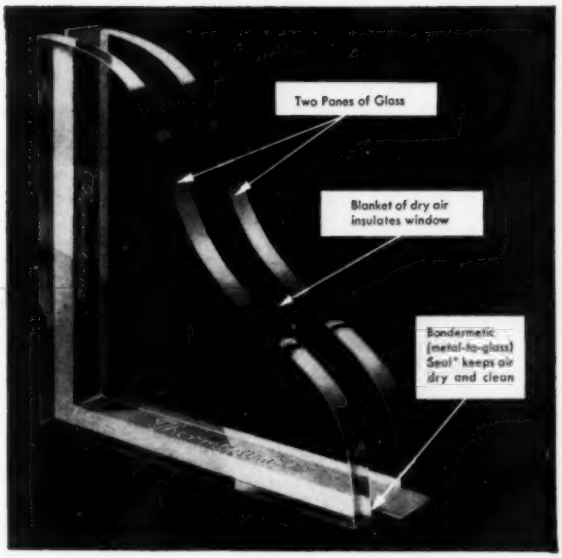
SIX IMPORTANT FACTS

TO KEEP IN MIND ABOUT

Thermopane®

(Made in the U. S. solely by LIBBEY • OWENS • FORD)



1. *Thermopane* is a registered trade-mark of the Libbey·Owens·Ford Glass Company.
2. Only Libbey·Owens·Ford makes *Thermopane* insulating glass.
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4. Only *Thermopane* has the Bondermetic Seal* which bonds the panes of glass into one unit to prevent dirt and moisture from entering the dry air space.
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We make these statements because the function of a trade-mark is to identify unequivocally the manufacturer of a product . . . to eliminate the possibility of confusion in the mind of the public concerning the producer of a specified product . . . to assure that the customer gets what he orders.

We are sure that architects, contractors and others who are familiar with the superiority and advantages of *Thermopane* will welcome these statements . . . will refrain from using our trade-mark in referring to any construction or product not made by the Libbey·Owens·Ford Glass Company.

We believe that our readers will understand L·O·F's pride in *Thermopane* and our sincere desire to have *Thermopane* continue to enjoy its individuality. *Libbey·Owens·Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.* *®

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IS ALSO AVAILABLE IN

3-PANE AND 4-PANE UNITS

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...as a Combination door
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Complete with 7/32" Crystal Plate Glass — All Aluminum Screen (only 2 clips)—Fully Weatherstripped Jalousie — Weatherstripped Z Bar Hanging Stiles and Header — 1" Weatherproof Expander—Deluxe Key Lock — 3 Oilite Bearing Hinges—Solid Aluminum Push Bar — Door Closer —Full 1¼" thick — Stainless Steel Lever-Type Operator — Box-Type Double Kick Panel.

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Will not sag! Diagonal corner strength of over 16,000 lbs.

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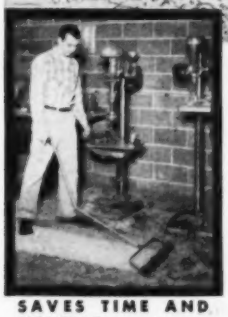

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Builders who specialize in slab foundation homes have found that here's the perfect answer for their heating requirements—the TEMCO Gas Wall Heater that fits right into the wall between standard 16″ studding. For that matter, the TEMCO Wall Heater is the ideal low-cost automatic heating unit for all types of homes:

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Approved by A.G.A., guaranteed by Good Housekeeping.
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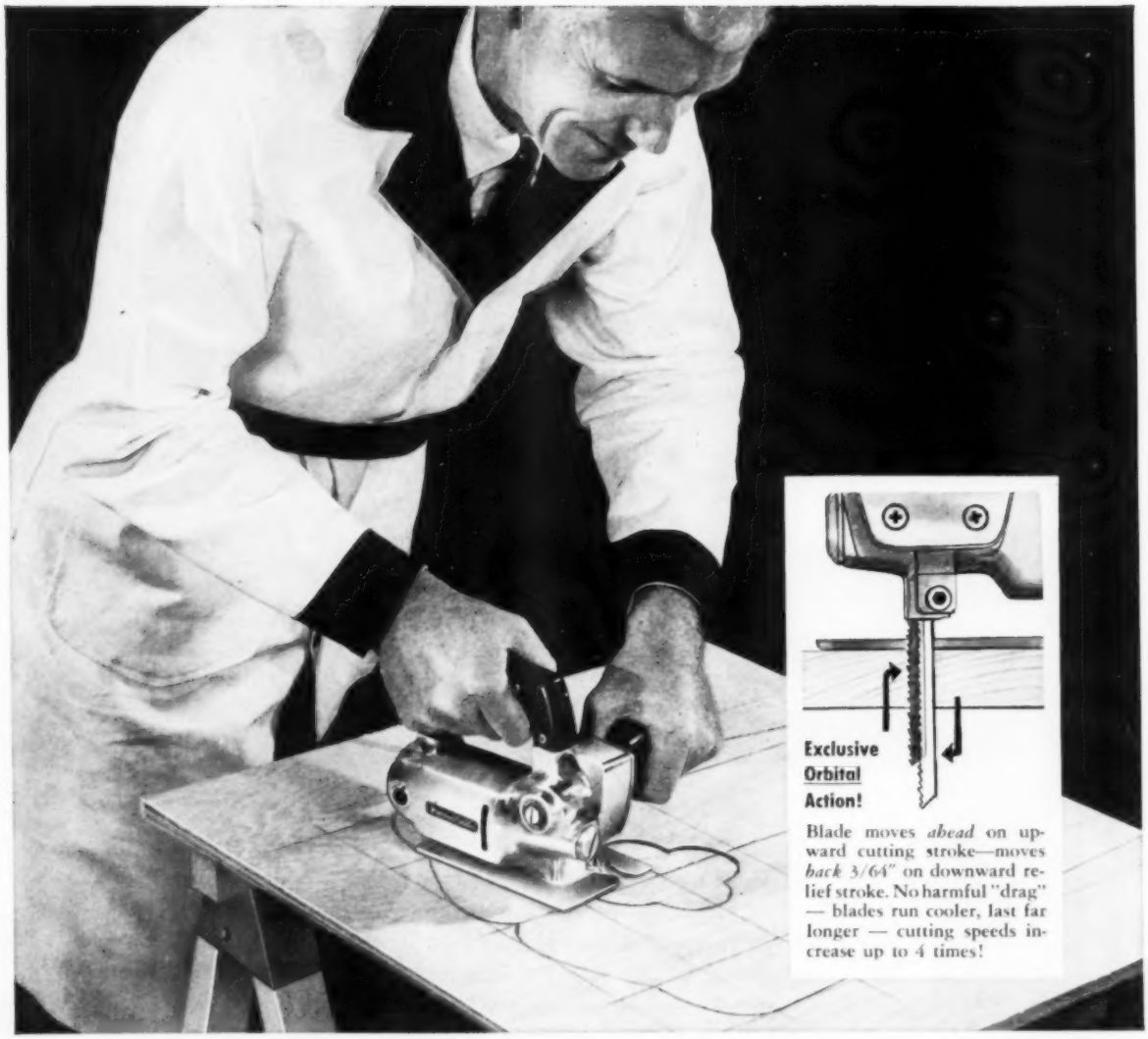

New! Just $99.50!

World's only orbital-action bayonet saw!

Now—the first *real* improvement since portable jig saws were invented! It's Porter-Cable's revolutionary new Model 148—designed around a wholly new principle, *guaranteed to outperform any other portable jig saw at any price.*

Orbital action makes the difference. Blade teeth are in contact *only* on the cutting stroke—*back away* on the relief stroke. Harmful "drag" is completely gone—and performance reaches a new high.

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See the New Model 148 Demonstrated at NAHB Convention Booth 871, Chicago Coliseum, January 22-26, 1956

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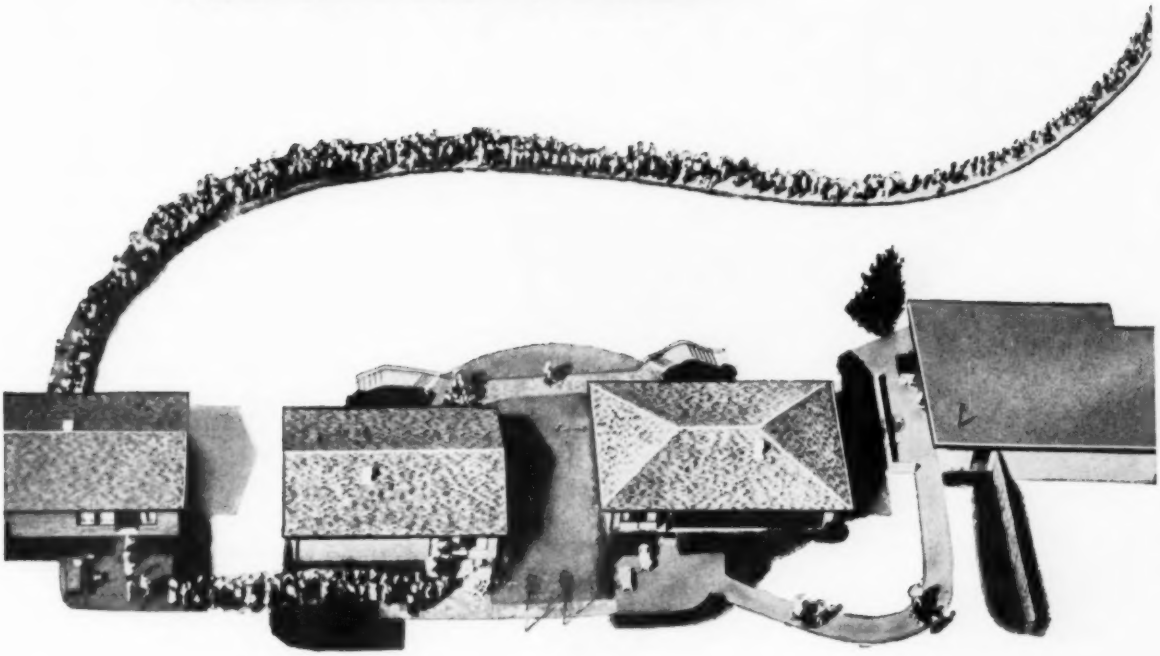

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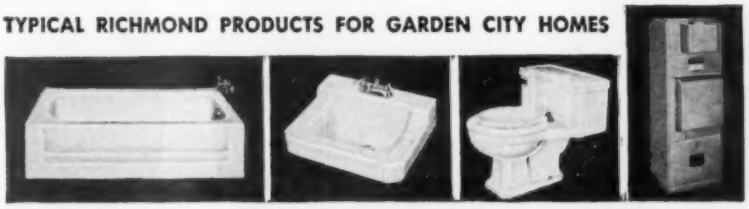

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The Window with the **WIDE** Look Gains **WIDE** Acceptance

The new Ceco-Sterling Aluminum Sliding Window

● It had to happen—the Ceco-Sterling Aluminum Sliding Window with the Wide Look gets wide acceptance. That's because Ceco Wide Look design and the long, low, sprawling concept of today's contemporary homes go well together. Builders across the nation now are putting this newest Ceco window creation in the homes they build. They know features sell homes, and they realize customer benefits like these make the Ceco-Sterling Aluminum Sliding Window a wanted feature: Easy operation—sash slides in anti-friction sill track; easy to clean—sill track is removable—an exclusive feature; high window placement affords privacy. Here's a window that's easy to install—just set it in the rough opening, square it, and nail through the integral fin-trim, bring siding to trim stop and caulk. Glass dimensions are in even inches, thus reducing glass costs up to 30%. The sash can be bench glazed without mastic and easily inserted in window frame after installation. On your next building project consult Ceco, makers of the widest line of windows in the market. You'll find what you need—better engineering, too, for better performance. Send for free brochure, fully detailing all information on the new Ceco-Sterling Aluminum Sliding Window.

See the Ceco Window line displayed at the National Association of Home Builders Exposition—Conrad Hilton Hotel—January 22-26—Booth 40-42.

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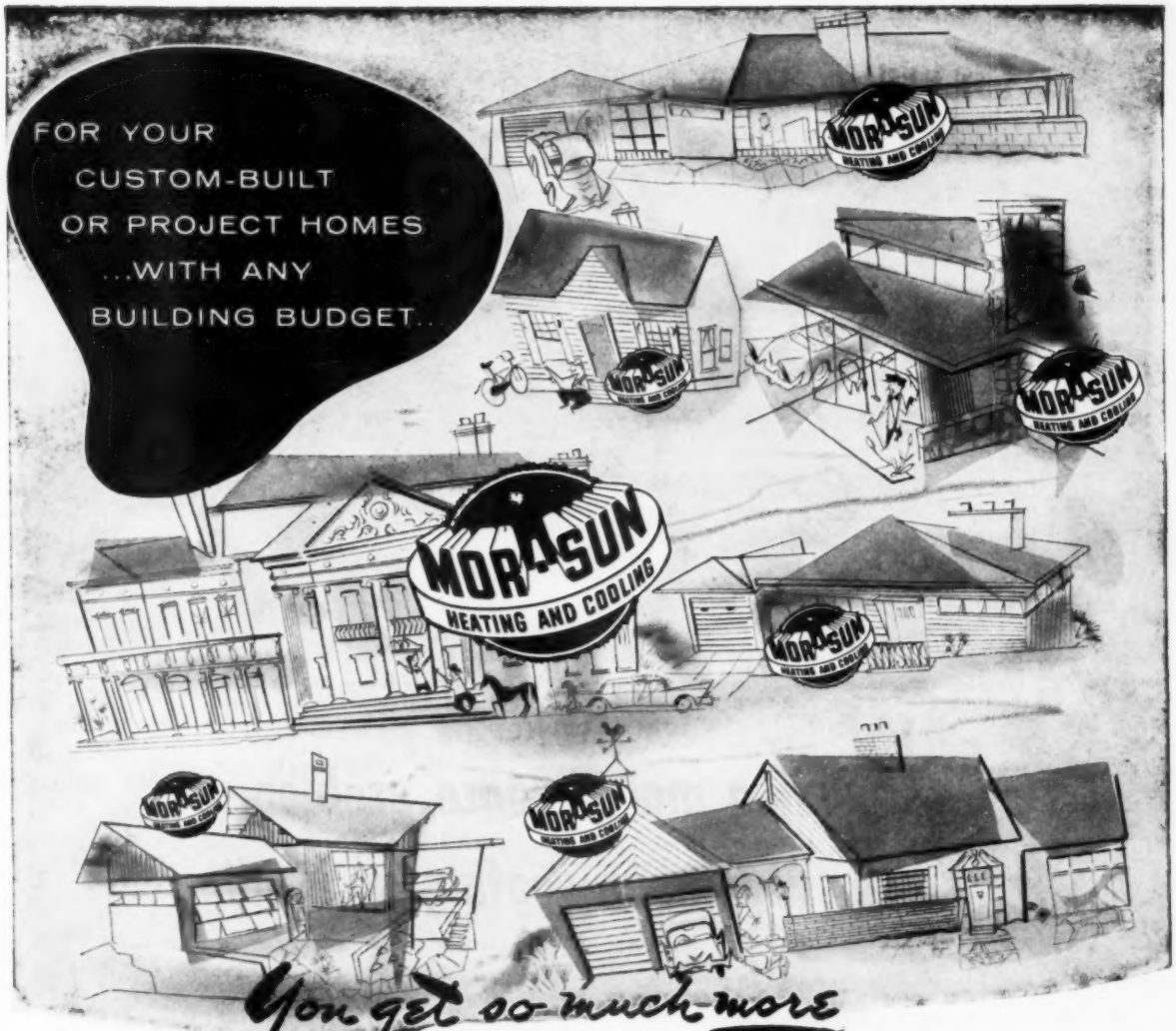
The Ceco Residential Casement, available in both steel and aluminum. Slender frames provide up to 30% more light. Easy to install—no fitting necessary—all hardware included—controlled ventilation.

Two other popular Ceco Windows



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Mor-Sun Warm Air Furnaces and Air Conditioners are designed with the builder in mind. There's a model for every size and price of house. They're high quality units, competitively priced for added home value *within the limits of your building budget.* They're compact to save valuable living space and attractively finished for maximum eye-and-buy appeal. Mor-Sun Furnaces burn gas (including LP) or oil. They're easy to install and owner satisfaction is assured by a 10-year written guarantee. Mor-Sun Air Conditioners are water or air-cooled and are perfectly matched with Mor-Sun Furnaces for complete year 'round comfort, convenience and economy. Home buyers are "pre-sold" by a strong, consistent national and local advertising and sales promotion program.

All this adds up to more homes "SOLD" when you install Mor-Sun.

Before you build another house or plan another project, get all the facts about Mor-Sun from your Mor-Sun Distributor or Dealer who is listed in the Yellow Pages of your telephone directory—or write directly to *Mor-Sun Furnace Division,* MORRISON STEEL PRODUCTS, INC., 605 Amherst Street, Buffalo 7, New York.

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● *There's a Mor-Sun Warm Air Furnace and Air Conditioner for every home heating and cooling requirement . . . the right size . . . the right price . . . for new construction or modernization.*

This gleaming, modern coal preparation plant at Valier, Illinois, made of Kaiser Aluminum, was built for The Old Ben Coal Corp. by the McNally Pittsburgh Mfg. Corp., Pittsburgh, Kansas.

"No building maintenance problems with Kaiser Aluminum roofing and siding"

says Mr. J. W. MacDonald, Vice-President Engineering,

The Old Ben Coal Corp., Christopher, Illinois

"FUMES AND GASES seem to have no effect on our corrugated aluminum coal-preparation plant. It is completely rust-proof and never needs painting or any other expensive upkeep.

"That's particularly important in the coal industry where building maintenance is often a major item of cost.

"We like the way that aluminum keeps the interior cool on hot summer days.

"In our opinion, aluminum is the ideal building material for coal-processing plants. A recent contract for another preparation plant will again require provision of corrugated industrial aluminum roofing and siding."

Not only does Kaiser Aluminum Industrial Roofing provide greater protection and lower maintenance . . . it also assures *immediate savings*. Its light weight reduces transportation and handling costs. And it often requires lighter, less expensive supporting structures.

Whatever you're building—figure first in Kaiser Aluminum—for better value at lower cost! For A.I.A. File and complete information, contact any Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.

Kaiser Aluminum

Industrial Roofing and Siding

Light Weight—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.

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Cooler, Brighter Interiors—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reflectivity insures extra interior light.

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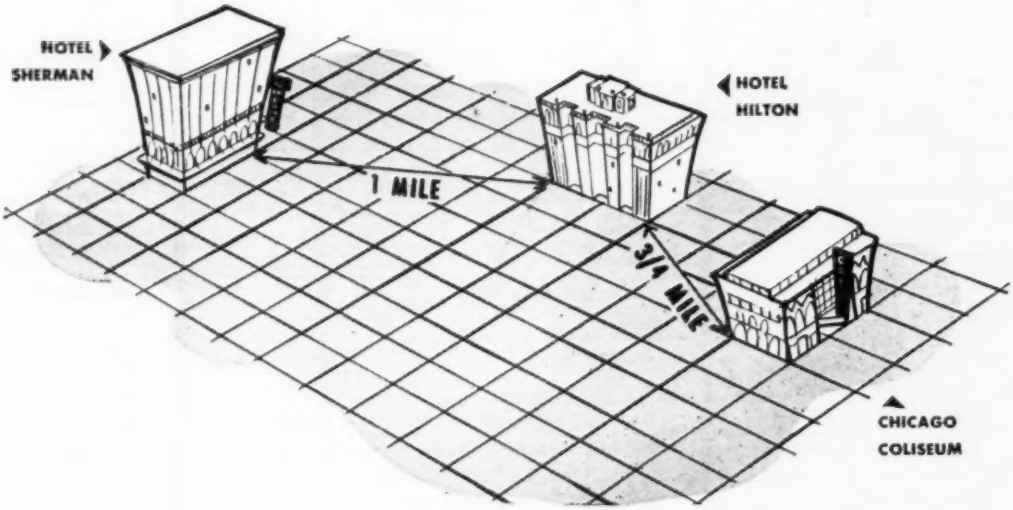

. . . and Check List

COMPANY	EXHIBIT	LOCATION
☐ A. R. B. Window Sales Co.	Double hung wood window units	SHERMAN 547
☐ Acme Appliance Mfg. Co.	Builders' hardware	SHERMAN 450
☐ Adams Mfg. Co., The	Prefabricated Allen chimneys	COLISEUM 793
☐ Ador Sales, Inc.	Sliding glass doors	HILTON 367
☐ American-Standard Air Conditioning Div.	Air conditioning equipment	HILTON 139-141
☐ Air Control Products, Inc.	Awnings and canopies; sliding doors	HILTON 204-205
☐ Airtemp, Div. of Chrysler Corp.	Heating and air-conditioning equipment	HILTON 16-17
☐ Ajax Hardware Mfg. Corp.	Builders' hardware	COLISEUM 845
☐ Akron Products Co.	Building materials and specialties	HILTON 196
☐ Alcasco Products, Inc.	Aluminum casement, basement and sliding windows	COLISEUM 773
☐ Alliance Mfg. Co.	Alliance Lift-a-dor	COLISEUM 874
☐ Allianceware, Inc.	Plumbing fixtures	HILTON 168-169
☐ Allmetal Weatherstrip Co.	Sash balance and weatherstripping	SHERMAN 408
☐ Alsynite Co. of America	Fiberglas, fiberglas structural panels	HILTON 351
☐ Altex Engineering Co.	Aluminum windows	SHERMAN 410-411
☐ Aluminum Products Co.	Aluminum windows	COLISEUM 868
☐ American Bamboo Corp.	Building materials, specialties, doors	HILTON 389
☐ American Brass Co., The	Copper tubing, sheet copper, gutters, flashings	HILTON 145-146
☐ American Builder	Builders' magazine, Convention Daily, and other books	HILTON 83
☐ American Cabinet Hardware	Builders' hardware	HILTON 64
☐ American Floor Surfacing Machine Co., The	Floor sanders, maintenance machines, industrial vacuums, portable electrical tools	HILTON 308
☐ American Furnace Co.	Heating equipment	COLISEUM 891
☐ American Gas Assoc. Exhibit		
☐ American Kitchens	Kitchen appliances	COLISEUM 737-738

☑ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.

COMPANY	EXHIBIT	LOCATION
☐ American-Standard	Kitchen equipment and cabinets, plumbing fixtures, heating and air conditioning equipment	COLISEUM 743-744
☐ Caloric Appliance	Home appliances; waste disposal units	COLISEUM 736 & 753
☐ Colonial Products Co. (Yorktown kitchens)	Wood kitchen and bathroom cabinets	COLISEUM 741-742
☐ Cribben & Sexton Co.	Gas ranges	COLISEUM 752
☐ Dixie Products, Inc.	Home appliances	COLISEUM 747
☐ Florence Stove Co.	Ranges	COLISEUM 750
☐ Kitchen Maid Corp.	Kitchen cabinets and equipment	COLISEUM 701-702
☐ Lyon Metal Products, Inc.	Kitchen cabinets	COLISEUM 708-709
☐ Magic Chef, Inc.	Ranges, broilers, ovens	COLISEUM 745
☐ Mutschler Bros. Co.	Kitchen and office tables	COLISEUM 710-711
☐ Phillips & Buttorf Mfg. Co.	Ranges	COLISEUM 749
☐ Republic Steel Corp.	Kitchen cabinets and equipment	COLISEUM 734-735
☐ Geo. D. Roper Corp.	Gas ranges	COLISEUM 748
☐ Tappan Stove Co.	Home appliances; kitchen cabinets and equipment	COLISEUM 751
☐ Toledo Desk & Fixture Corp.	Bathroom accessories, kitchen and laundry equipment and cabinets; plumbing fixtures	COLISEUM 705-707
☐ Tracy Kitchens	Kitchen equipment and cabinets	COLISEUM 703-704
☐ St. Charles Mfg. Co.	Steel kitchens	COLISEUM 754-755 & 778-779
☐ Western-Holly Appl. Co.	Built-in cooking equipment	COLISEUM 746
☐ Wood-Metal Industries	Wood metal kitchens	COLISEUM 739-740
☐ American Kitchens Div., Avco	Kitchen appliances	HILTON 2-3
☐ American Shower Door Co., Inc.	Shower enclosures	HILTON 364
☐ American Sisalkraft Corp.	Building materials; insulation; waterproofing materials	HILTON 234
☐ American Radiator & Standard Sanitary Corp.	Kitchen equipment and cabinets, plumbing fixtures, heating and air conditioning equipment	HILTON 133-138
☐ American Welding & Mfg. Co.	Steel doors, frames and closet units	HILTON 181-182
☐ Andersen Corp.	Andersen windowalls	SHERMAN 569-572
☐ Arcadia Metal Products	Metal products	SHERMAN 503
☐ Arco Co., The	Wall and house paint	COLISEUM 817
☐ Armstrong Cork Co.	Acoustical materials, building materials; floor covering and insulation	HILTON 25-26
☐ Arnold Products, Inc.	Jalousies; window and window frames; jalousie doors	SHERMAN 412-413
☐ Artcrest Plastics Co., Inc.	Plastic wall tile	HILTON 156
☐ Associated Plumbing Supply Co.	Plumbing fixtures	COLISEUM 875
☐ Atlas Plywood Corp.	Doors and door frames	SHERMAN 491
☐ Bakelite Co.	Vinylite	COLISEUM 888-889
☐ Baldwin-Hill Co.	Blanket insulation	COLISEUM 820
☐ Barber-Colman Co.	Garage doors	HILTON 189-190
☐ Barrett Div., Allied Chemical & Dye Corp.	Building materials	HILTON 232
☐ Beadex Sales, Inc.	Building materials; building specialties	COLISEUM 811
☐ Berger Furnace Corp.	Heating and air conditioning equipment	COLISEUM 800
☐ Berns Mfg. Corp.	Fans, heating, ventilating and air conditioning	HILTON 365
☐ Better Homes & Gardens		HILTON 203
☐ Bianco Mfg. Co.	Breakfast nooks, kitchen nooks, ready-built nooks	SHERMAN 460
☐ Bilco Co., The	Doors, basement, metal	SHERMAN 520
☐ Black & Decker Mfg. Co.	Portable electric tools	COLISEUM 873
☐ Borg-Warner Corp.	Bathrooms, clothes dryer, water heater, roof decking	COLISEUM 712-720
☐ Brandes Co.	Warm air baseboard	COLISEUM 757

☑ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.

COMPANY	EXHIBIT	LOCATION
☐ Briggs Mfg. Co.	Bathroom accessories; plumbing fixtures, kitchen equipment	HILTON 106-107, 124-125
☐ A. Brown Products Corp.	Air conditioning units, chillers, baseboard radiation	COLISEUM 816
☐ E. L. Bruce Co.	Flooring	HILTON 66-67
☐ Bryant Div. of Carrier Corp.	Gas heating equipment	HILTON 120-121
☐ Burnham Corp.	Radiant baseboards, gas broiler, oil heating unit	COLISEUM 763-764
☐ Building Products		COLISEUM 805
☐ Bulldog Electric Products Co.	Safety electric products	COLISEUM 861
☐ Caldwell Mfg. Co., The	Sash balances, window hardware	COLISEUM 787
☐ Philip Carey Mfg. Co., The	Building materials; insulation; roofing; siding	HILTON 21-22
☐ Carr, Adams & Collier Co.	Kitchen cabinets; millwork; wardrobes and closets; windows and window frames	SHERMAN 556-558
☐ Carrier Corp.	Heating and air conditioning equipment	SHERMAN 401-403
☐ Carrollton Mfg. Co. (Sink Div.)	Kitchen cabinets and equipment; kitchen sinks	HILTON 379-380
☐ Ceco Steel Products Corp.	Doors and door frames; windows and window frames; metal lath and accessories	HILTON 40-41
☐ Celotex Corp.	Acoustical materials; gypsum products	HILTON 4
☐ Century Engineering Corp.	Warm air furnaces and air conditioning	COLISEUM 852-853
☐ Certain-Teed Products Corp.	Building and roofing materials; siding, wallboard	HILTON 246
☐ Challenger Lock Co., Inc.		COLISEUM 815
☐ Chambers Ranges, Inc.	Built-in ranges	SHERMAN 470-471
☐ Chase Brass & Copper Co.	Copper tubing and supplies; roofing; screening	HILTON 35-36
☐ Closures, Inc.		HILTON 214 PLUS
☐ Cole Mfg. Co. of Austin, Inc.	Bathroom accessories; fans, heating and air conditioning equipment	SHERMAN 482-483
☐ Coleman Co., Inc., The	Heating, ventilating and air conditioning equipment	HILTON 43-47
☐ Colonial Products Co.	Kitchen cabinets and equipment	HILTON 194-195
☐ Columbia Mills, Inc.	Tension screens, shades and doors	HILTON 219
☐ Columbus Coated Fabrics Corp.	Wall covering, fabric	HILTON 341-342
☐ Compo-Miracle Products Co.	Aluminum combination storm windows and doors	COLISEUM 881
☐ Conco Engineering Works	Heating, ventilating and air conditioning equipment	HILTON 18
☐ Condensation Engineering Corp.	Chimneys and flues	HILTON 104
☐ Congoleum-Nairn, Inc.	Floor covering and wall covering	SHERMAN 420-421
☐ Connor Engineering Corp.	Residential ceiling air diffusers	COLISEUM 832
☐ Consolidated General Products	Venetian blinds, folding doors, fans, alum. siding	HILTON 390
☐ Consoweld Corp.	Plastic laminate, wallboard	SHERMAN 481
☐ Continental Screen Co.	Millwork	SHERMAN 567-568
☐ Coppes, Inc.	Kitchen cabinets and equipment	SHERMAN 489-490
☐ P & F Corbin Div., American Hardware Corp.	Locks and builders' hardware	SHERMAN 518-519
☐ Crane Co.	Heating and air conditioning; kitchen equipment; plumbing fixtures; water heaters and softeners	HILTON 48-53
☐ Crawford Door Co.	Garage doors, doors and building specialties	COLISEUM 837
☐ Crosley-Bendix Appliance Div., Avco Mfg. Corp.	Home appliances	HILTON 158-163
☐ Curtis Companies, Inc.	Kitchen cabinets; millwork	SHERMAN 579-581
☐ Curtition Corp.	Accordion folding doors	COLISEUM 847
☐ Day & Night Div., Carrier Corp.	Water heaters, furnaces, air conditioning units	COLISEUM 840
☐ Delco Appliance Div., Gen. Motors Corp.	Heating and air conditioning equipment	HILTON 174-175
☐ Detroit Controls Corp.	Controls for refrigeration, air conditioning, heating	HILTON 386-387
☐ Detroit Steel Products Co.	Doors and door frames; windows and window frames	HILTON 72-73

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COMPANY	EXHIBIT	LOCATION
☐ DeWalt, Inc.	Power tools	COLISEUM 872, HILTON 32
☐ Dixie Products, Inc.	Home appliances	COLISEUM 760-761
☐ F. W. Dodge Corp.	Construction news and marketing specialists	HILTON 153-154
☐ Dormalux Co., The	Kitchen nooks	SHERMAN 404
☐ Douglas Fir Plywood Assn.	Plywood and building panels	HILTON 37
☐ Dow Chemical Co., The	Styrofoam (low-pressure insulation)	HILTON 383-384
☐ Duraflex Co., The	Thresholds and weatherstripping	COLISEUM 814
☐ Durall Products Co.	Tension screens, aluminum screen doors	HILTON 10
☐ Drywall Trim, Inc.		HILTON 337-338
☐ Eagle-Picher Co., The	Aluminum storm enclosures	SHERMAN 492, HILTON 385
☐ Edwards Co., Inc.	Building specialties; door chimes; fire alarm for home	HILTON 388
☐ Theodore Efron Mfg. Co.	Glass bathtub enclosures and shower doors	SHERMAN 414-415
☐ Electromode Corp.	Bathroom accessories; home appliances; electrical equipment and lighting; heating	SHERMAN 439
☐ Eljer Div. of Murray Corp.	Plumbing fixtures, kitchen cabinets	HILTON 80-82
☐ Elkay Mfg. Co.	Plumbing fixtures; stainless steel sinks	COLISEUM 730-731
☐ Emerson Electric Mfg. Co., The	Ventilating fans	COLISEUM 896
☐ Empire Homes, Inc.	Prefabricated homes	COLISEUM 786
☐ Engineered Products Co., The	Bathroom accessories; builders' hardware	COLISEUM 794
☐ Eureka Williams Co	Home heating and cooling units	COLISEUM 834
☐ Engineering News-Record (McGraw-Hill Publishing Co.)		COLISEUM 877
☐ Extendoor, Inc.		SHERMAN 486
☐ Ex-Way Sales, Inc.	Disappearing stairways; doors and door frames	SHERMAN 543
☐ D. L. Fair Lumber Co.	Flooring and floor covering	HILTON 339
☐ Farley & Loetscher Mfg. Co.	Doors and door frames, kitchen cabinets, millwork	SHERMAN 577-578
☐ Farwest Homes, Mfg. by West Coast Mills	Pre-structured packaged house	HILTON 371
☐ Fasco Industries, Inc.	Vent fan	SHERMAN 438
☐ Fiat Metal Mfg. Co.	Plumbing fixtures	SHERMAN 457
☐ Fleet of America, Inc.	Building specialties, windows and window frames	SHERMAN 423
☐ Follansbee Steel Corp.	Terne roofing	COLISEUM 725
☐ Formica Co., The	Building panels, building specialties, kitchen cabinets	HILTON 170-171
☐ Frigidaire Div., General Motors Corp	Home appliances, heating and air conditioning	HILTON 172, 173, 176-180, 197-202
☐ Gate City Sash & Door Co.	Windows and window frames	SHERMAN 523, HILTON 56
☐ Gates & Son, Inc	Concrete form ties and forming systems	COLISEUM 756
☐ General Bronze Corp	Doors and door frames, windows and window frames	HILTON 304-307
☐ General Controls Co.	Electrical equipment and lighting, heating, cooling	HILTON 368
☐ Gen. Door Div., Pick Mfg. Co	Garage doors and operators	SHERMAN 426
☐ General Electric Co.	Home appliances, electrical equipment, heating and ventilating	HILTON 97-100, 109-112, 343, 344, 361, 362
☐ Geneva Modern Kitchens	Kitchen cabinets and equipment	SHERMAN 510
☐ Georgia-Pacific Plywood Co.	Building materials, panels, specialties; plywood	HILTON 247-248
☐ Gerber Plumbing Fixtures Corp.	Plumbing fixtures	SHERMAN 496
☐ Gerity-Michigan Corp.	Bathroom accessories; plumbing fixtures; hardware	HILTON 58
☐ Gerwin Industries, Inc.	Thermo-base system of warm air distribution	COLISEUM 880
☐ H. S. Getty & Co., Inc.	Casement window hardware (wood and metal)	COLISEUM 776
☐ Given Mfg. Co.	Home appliances	HILTON 60-61
☐ Glamour Glass Wall Door Corp.	Glass walls and doors	COLISEUM 810

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COMPANY	EXHIBIT	LOCATION
☐ Glass Shower Door Co.	Shower doors	SHERMAN 467
☐ Globe American Corp.	Built-in appliances and kitchens	COLISEUM 862
☐ Graham Industries, Inc.		COLISEUM 878
☐ Grand Rapids Hardware Co.	Builders' hardware	SHERMAN 493-494
☐ Grant Pulley & Hardware Corp.	Building materials; doors; builders' hardware	HILTON 301-302
☐ Gyro Brass Mfg. Corp.	Bathroom accessories; builder materials; hardware	SHERMAN 495
☐ H-P Products	Central built-in vacuum cleaning system	COLISEUM 898
☐ Hachmeister-Inc.	Floor covering	SHERMAN 487
☐ C. Hager & Sons Hinge Mfg.	Builders' hardware	SHERMAN 461
☐ Hardwood Corp. of America	Strip flooring, paneling, mouldings	SHERMAN 544-545
☐ Harnischfeger Homes, Inc.	Prefabricated homes	HILTON 13
☐ Heil Co., The	Heating and air conditioning	COLISEUM 723-724
☐ Herbert Metal Products Co., Inc.	Bathroom accessories; building materials and specialties; builders' hardware	HILTON 372-373
☐ Hewitt-Robins, Inc.	Floor covering	HILTON 211
☐ Higgins Industries, Inc	Oak block flooring and wood paneling	SHERMAN 549-550
☐ Holcomb & Hoke Mfg. Co., Inc.	Sliding and folding doors	HILTON 164-165
☐ Holly Mfg. Co.	Heating, ventilating and air conditioning	HILTON 212
☐ Homasote Co.	Insulating and building boards	HILTON 68-69
☐ Home Music Systems, Inc.	Music-radio intercom	HILTON 312
☐ Hotpoint Co.	Home appliances	HILTON 84, 85, 102, 103
☐ Hough Shade Corp., The	Sliding or folding doors	HILTON 237-238
☐ Humphrey Products, Inc.	Storm windows, doors, awnings	COLISEUM 762
☐ Hunter Fan and Ventilating Co	Electrical equipment and lighting; fans; heating, ventilating and air conditioning equipment	
☐ Huntington Industries, Inc.	Fans, insulation; ornamental iron; disappearing stairs	HILTON 357-358
☐ Hydrotherm, Inc.	Heating and air conditioning equipment	HILTON 345
☐ Hy-Plane Mfg. Co.	Steel medicine cabinets	COLISEUM 808
☐ Illinois Bell Telephone Co.		HILTON 225-226
☐ Imperial Lighting Products	Incandescent lighting fixtures	COLISEUM 870
☐ Independent Nail & Packing Co.	Floor nailing machine	COLISEUM 864
☐ In-Sink-Erator Mfg. Co.	Waste disposers	COLISEUM 858
☐ Insulite Div., Minnesota and Ontario Paper Co.	Acoustical materials; insulation; wallboard	HILTON 116-117
☐ International Molded Plastics	Plastic paneling	HILTON 327-328
☐ International Oil Burner Co.	Fans: heating and air conditioning	HILTON 54
☐ Iron Fireman Mfg. Co.	Self modulating zone heating	SHERMAN 555
☐ I-XL Furniture Co., Inc.	Kitchen cabinets and equipment	HILTON 313-316
☐ Janitrol Heating & Air Conditioning Div., Surface Combustion Corp.	Heating and air conditioning equipment	SHERMAN 427-428
☐ Jenkins Lumber & Mfg. Co.	Assembled door and window units	COLISEUM 785
☐ Jenn-Air Products Co., Inc.	Ventilating equipment	COLISEUM 770
☐ Johns-Manville Sales Corp	Acoustical and building materials; roofing, siding	HILTON 15
☐ Kelvinator Div. American Motors Corp.	Home appliances	HILTON 1
☐ Kennatrack Corp.	Sliding door frame	HILTON 105 & 126
☐ Kentile, Inc.	Kentile, rubber tile, resilient floorings	COLISEUM 894
☐ Kewanee Mfg. Co.	Doors and door frames, windows and window frames	HILTON 310
☐ Kimberly-Clark Corp.	Sheathing blanket and insulation material	COLISEUM 777
☐ Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.	Kitchen cabinets and equipment	SHERMAN 446

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COMPANY	EXHIBIT	LOCATION
☐ Knape & Vogt Mfg. Co.	Building specialties; builders' hardware	SHERMAN 514
☐ Kohler Co.	Plumbing equipment	COLISEUM 885 HILTON 94-96
☐ Kota Products, Inc.	Horizontal slide windows, doors, jalousies	HILTON 317-319
☐ L. O. Koven & Brother Inc.	Heating boilers, baseboard radiation, water heaters	COLISEUM 838
☐ Kwikset Sales and Service Co.	Builders' hardware	SHERMAN 462-465
☐ Lau Blower Co., The	Home appliances; electrical equipment and lighting; heating and air conditioning	COLISEUM 856-B
☐ Lennox Furnace Co.	Heating, ventilating and air conditioning	SHERMAN 447
☐ Leslie Welding Co., Inc.		SHERMAN 502
☐ Lewyt Air Conditioner Corp.	Air conditioning equipment	COLISEUM 854
☐ Libbey, Owens, Ford Glass Co.	Thermopane windows	HILTON 27-28
☐ Liebman Bathroom Specialties	Plumbing equipment	COLISEUM 850-851
☐ Living For Young Homemakers	Magazine	SHERMAN 517
☐ Lockwood Hardware Mfg. Co.	Builders' hardware	SHERMAN 484-485
☐ Logan Co.	Ornamental iron	HILTON 360
☐ Long-Bell Lumber Co.	Kitchen cabinets, millwork	SHERMAN 575-576
☐ Ludman Corp.	Awning window	HILTON 122
☐ Lumite Div., Chicopee Mills, Inc.	Screening	HILTON 59
☐ Lyf-Alum, Inc.	Aluminum clapboard siding	COLISEUM 795
☐ Maas & Waldstein Co.	Paints, varnishes, enamels	SHERMAN 451-452
☐ Majestic Co., Inc.	Chimneys and flues; fireplaces; heating, cooling	SHERMAN 436-437
☐ Malta Mfg. Co.	Wood windows	SHERMAN 561-562
☐ Marsh Wall Products, Inc.	Prefinished wall panels	HILTON 29
☐ Marvel Metal Products Co.	Steel kitchens	COLISEUM 784
☐ Masonite Corp.	Building materials and panels	HILTON 30-31
☐ W. R. Meadows, Inc.	Insulation; roofing materials; waterproofing materials	HILTON 374
☐ Melody Master	Inter-com systems	COLISEUM 772
☐ Mengel Co.	Doors; kitchen cabinets; wardrobes and closets	HILTON 142-144
☐ Metalbestos Div., William Wallace Co.	Vent pipes and fittings	HILTON 363
☐ Midcontinent Adhesive Co.	Roltite adhesives	COLISEUM 827
☐ Midwest Houses, Inc.	Prefabricated houses	COLISEUM 769
☐ Milwaukee Faucets, Inc.	Bathroom, sink fixtures and pumps	SHERMAN 466
☐ Minneapolis-Honeywell Regulator Co.	Electrical equipment and lighting; heating, air conditioning; fire alarm	SHERMAN 505-507
☐ Minnesota Mining & Mfg. Co.	Building materials	HILTON 303
☐ Modern Homes Corp.	Prefab homes	HILTON 221-222
☐ Modernaire Corp.	Awning-type convertible windows	HILTON 336
☐ Moe Light Div., Thomas Industries, Inc.	Electrical equipment and lighting	SHERMAN 445
☐ Moen Valve Co., Div., Ravenna Metal Products Corp.	Bathroom accessories; plumbing fixtures	SHERMAN 552
☐ Monsanto Chemical Co.		COLISEUM 892
☐ Morgan Co.	Millwork, Tee-Cor doors	SHERMAN 527-530
☐ Morrison Steel Products, Inc.	Garage doors; heating, ventilating, cooling	SHERMAN 434-435
☐ Mosley Electronics, Inc.	TV wiring materials	SHERMAN 405
☐ Mueller Climatrol Div. Worthington Corp.	Heating, ventilating, and air conditioning; home appliances	HILTON 113-115
☐ Music & Sound, Inc.	Intercom systems	COLISEUM 796
☐ McKee Door Co.	Garage door	HILTON 215-216
☐ McKinney Mfg. Co.	Mortise hinges, forged iron hardware, butt hinges	HILTON 217

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COMPANY	EXHIBIT	LOCATION
☐ National Chemical & Mfg. Co.	Paints, varnishes, enamels	COLISEUM 504
☐ National Disposer	Garbage disposer	SHERMAN 553-554
☐ National Electric Products Corp.	Electric plug-in strip	SHERMAN 440
☐ National Gypsum Co.	Building materials and panels; acoustical materials; insulation; paints, varnishes, enamels	HILTON 12
☐ National Homes Corp.	Prefabricated homes	HILTON 62-63
☐ National Lock Co.	Builders' hardware	COLISEUM 765-766
☐ National Vanity Co. and National Stove Co.	Bathroom accessories and kitchen equipment	COLISEUM 865-867
☐ National Oak Flooring Mfrs. Assn., Inc.		SHERMAN 535-536
☐ New Castle Products, Inc.	Sliding or folding doors	HILTON 86-87
☐ Nordahl Co.	Sliding door frames and wardrobe hardware	HILTON 239-240
☐ Norris-Thermador Corp.	Home appliances; attic, window and kitchen fans	SHERMAN 444
☐ Nudor Mfg. Corp.	Sliding or folding doors, builders' hardware, windows	HILTON 376
☐ Nutone, Inc.	Door chimes; fans; heating, ventilating and air conditioning; range, hoods, pushbuttons, transformers	HILTON 323
☐ C. A. Olsen Mfg. Co.	All-year air conditioning units, incinerators	COLISEUM 758-759 774-775
☐ Olympic Stained Products Co.	Shakes, boards and battens	COLISEUM 855-B
☐ Ornamented Concrete Inc.	Processed colored brick-tile	COLISEUM 830
☐ Overhead Door Corp.	Garage doors; garage door electric operators	HILTON 14
☐ Owens-Corning Fiberglas Corp.	Building materials and panels; insulation; screening	HILTON 224
☐ Pabco Products Inc.	Floor covering	COLISEUM 899
☐ Pak-Cel	Linoleum and floor tile	COLISEUM 855-A
☐ Panaview Co. and Glide Windows, Inc.		SHERMAN 431
☐ Panelfold Doors, Inc.	Folding doors	HILTON 359
☐ Parents' Magazine		HILTON 101
☐ Parkay, Inc.	Hardwood and parquetry floor patterns	SHERMAN 472-473
☐ Pease Woodwork Co.	Building materials; pre-fabricated homes	HILTON 250
☐ Pecora Paint Co., Inc.	Paints, varnishes, enamels, waterproofing materials	HILTON 309
☐ Penn-Akron Hardware Corp.	Builders' hardware	COLISEUM 828
☐ Perfection Industries	Stoves	COLISEUM 887
☐ Per-Fit Products Corp.	Windows and window frames	HILTON 352-354
☐ Perma Products Co.	Building materials and roofing materials	SHERMAN 422-423
☐ Peterson Window Corp.	Windows	COLISEUM 791
☐ Philco Corp.	Refrigerators, freezers, air conditioners, ranges	COLISEUM 863
☐ Place Homes	Prefabricated homes; building panels	HILTON 249
☐ Porter-Cable Machine Co.	Portable electric saws, belt sanders, finishing sanders, drills, planes, routers, yard and garden tools	COLISEUM 871
☐ Pratt & Lambert	Color styling and interior decoration; paints	HILTON 65
☐ Precision Homes	Prefabricated homes	HILTON 218
☐ Precision Parts Corp.	Folding stairways	SHERMAN 501
☐ Preway, Inc.	Electric and gas built-in ovens, ranges, heaters	COLISEUM 767
☐ Price Fireplace Heaters & Tank Corp.	Outdoor fireplaces, circulating heaters	COLISEUM 768
☐ Progress Mfg. Co., Inc.	Ventilating equipment	COLISEUM 721-722
☐ Protection Products Mfg. Co.	Building materials; paints; waterproofing materials	SHERMAN 533
☐ Protectub Inc.	Bathtub protectors and porcelain repair kit	COLISEUM 821
☐ Pryne-Rittenhouse Sales Corp.	Door chimes, electrical equipment and lighting; fans; heating, ventilating and air conditioning	HILTON 57
☐ Quincy Stove Mfg. Co.	Kitchen equipment	COLISEUM 876
☐ Qvale & Associates	Sales aids	HILTON 324-326

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COMPANY	EXHIBIT	LOCATION
☐ Radex Corp.	Dustronic electrostatic filters	COLISEUM 801
☐ Raynor Mfg. Co.	Garage Doors	SHERMAN 499-500
☐ RCA Service Co., Inc.	Multiple installation antenna, intercom equipment	SHERMAN 582
☐ Ready Hung Door Corp.	Doors and door frames	SHERMAN 531-532
☐ Red Cedar Shingle Bureau	Building materials; roofing materials; siding	SHERMAN 548
☐ Republic Steel, Berger Div.		COLISEUM 833
☐ Revco, Inc.	Home appliances; kitchen cabinets and equipment	HILTON 355-356
☐ Reynolds Metals Co.	Building materials; garage doors; windows and window frames	HILTON 227-229
☐ Rheem Mfg. Co.	Built-in range; dryers; air-conditioning; water heaters, softeners	COLISEUM 732-733
☐ Richmond Radiator Co.	Kitchen and laundry equipment and cabinets; heating, ventilating and air conditioning	COLISEUM 797-799 822-824
☐ Ridge Plastics Co.	Ridgeboard, ridgetile	COLISEUM 804
☐ Roach & Musser Co.	Millwork, garage doors and window units	SHERMAN 559-560
☐ Robbins Floor Products, Inc.	Tile, plastic, rubber asphalt, steel, ceramic	HILTON 377-378
☐ Roberts Mfg. Co.	Kitchen stove hoods and exhaust units	COLISEUM 879
☐ Rocform Corp.	Concrete form ties and forming systems	SHERMAN 453
☐ Rock Island Millwork Co.	Doors, millwork, windows and window frames	SHERMAN 565-566
☐ Rockwell of Randolph Inc. and Woodco Corp.		SHERMAN 524-525
☐ Roddis Plywood Corp.	Doors and door frames	HILTON 166-167
☐ Rolscreen Co.	Multi-purpose window	HILTON 19
☐ R-O-W Sales Co.	Millwork, sash balances, weatherstripping, windows and window frames	HILTON 79 SHERMAN 526
☐ Royal Jet, Inc.	Heating, ventilating, and air conditioning equipment	HILTON 55
☐ Ruberoid Co.	Asphalt shingles, asbestos cement siding	COLISEUM 728-729
☐ Rudiger-Lang Co.	Building materials and specialties	HILTON 346
☐ Russell & Erwin Div., The American Hardware Corp.	Builders' hardware	SHERMAN 474-475
☐ F. C. Russell Co.	Windows and window frames	HILTON 209-210
☐ Sager Weatherstrip & Calking		COLISEUM 813
☐ St. Regis Paper Co.	St. Regis Panelyte for vertical and horizontal surfaces	SHERMAN 476-478
☐ Samuel Stamping & Enameling	Home appliances; heating, ventilating and cooling	COLISEUM 782-783
☐ Sargent & Co.	Builders' hardware	COLISEUM 772
☐ H. J. Scheirich Co.	Kitchen cabinets and equipment	COLISEUM 780-781
☐ Schlage Lock Co.	Builders' hardware	HILTON 127
☐ Schlegel Mfg. Co.	Weatherseal assemblies in metal and plastic	HILTON 311
☐ Scholz Homes Inc.	Prefabricated homes	HILTON 347-348
☐ Seddon Co.	Building specialties, waterproofing materials; paints	SHERMAN 521-522
☐ SelfRidge Co.	Plastic laundry trays	COLISEUM 857-B
☐ Servel, Inc.	Home appliances; all-year air conditioner	HILTON 185-188
☐ Servi Corp.	Electric and gasoline powered saws and grinders	COLISEUM 859
☐ Servo Industries		SHERMAN 416
☐ Shanna Mfg., Inc.	Air conditioning units	COLISEUM 792
☐ Sherman Products, Inc.	Fork lift, power digger, front end loader	COLISEUM .835-836
☐ Sherwin-Williams Co.	Color styling and interior decoration	SHERMAN 515-516
☐ Shower Door Co. of America	Bathroom accessories; shower enclosures	SHERMAN 455-456
☐ Shower Enclosures, Inc.	Sliding or folding doors; glass; plumbing fixtures	SHERMAN 511
☐ Silcrest Co.		SHERMAN 573-574
☐ Skil Corp.	Power tools	COLISEUM 869
☐ Slide View Door & Window Co.	Sliding or folding doors; window and window frames	HILTON 233
☐ Small Homes Guide		SHERMAN 454

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COMPANY	EXHIBIT	LOCATION
☐ A. O. Smith Corp.	Heating, ventilating, air conditioning; water heaters; oil and gas-fired furnaces	COLISEUM 843-844 SHERMAN 512-513
☐ Sonoco Products Co.	Building specialties; concrete form ties and forming systems; ducts, fibre	HILTON 245
☐ Soss Mfg. Co.	Hinges, latches	COLISEUM 812
☐ Southern Pine Assoc.	Building materials	SHERMAN 541-542
☐ Splendor Sales Div.	Splen-door	COLISEUM 831
☐ Spun Lite Corp.	Fiberglas reinforced plastics	COLISEUM 789
☐ Standard Coated Products, Inc.	Fabric wall covering	SHERMAN 409
☐ Standard Dry Wall Products, Inc.	Waterproofing materials; masonry paints	HILTON 152
☐ Stanley Electric Tools	Power tools	COLISEUM 860
☐ Stanley Hardware, Div., Stanley Works	Garage doors; sliding or folding doors; builders' hardware; cabinet hardware	SHERMAN 441-443
☐ Steelcraft Mfg. Co.	Metal windows, doors, sliding closet doors	HILTON 70-71
☐ Steel Door Corp.	Garage doors	HILTON 131-132
☐ Sterling Hardware Mfg. Co.	Garage doors; doors and door frames, closets	HILTON 235-236
☐ Stewart Industries, Inc.	Ventilating fans and range hoods	SHERMAN 488
☐ Stewart-Warner Corp.	Heating equipment	HILTON 39
☐ Stiglitz Corp.	Home appliances, building specialties; electrical equipment	HILTON 381-382
☐ Straits Products Inc.	Accordion folding doors	COLISEUM 803
☐ Style-Rite Homes, Inc.		HILTON 335
☐ Stylon Corp.	Tile—plastic, rubber asphalt, steel, ceramic	COLISEUM 771
☐ Sub-Zero Freezer Co., Inc.	Built-in refrigeration equipment	COLISEUM 829
☐ Sun-Sash Co.	Jalousies	HILTON 329
☐ Superior Window Co.	Windows and window equipment	COLISEUM 825-826
☐ Swedish Crucible Steel Co.	Bathroom accessories; plumbing fixtures	HILTON 229-231
☐ Swivelier Co. Inc.	Electrical equipment and lighting	HILTON 243-244
☐ Symons Clamp & Mfg. Co.	Concrete form ties and forming systems	HILTON 241-242
☐ Talk-A-Radio Mfg. Corp.	Radio intercom systems	COLISEUM 807
☐ Tappan Stove Co.	Home appliances; kitchen cabinets and equipment	SHERMAN 424
☐ Taylor Made Garage Doors	Garage doors	COLISEUM 846
☐ Techbuilt, Inc.	Prefabricated homes	HILTON 157
☐ Tennessee Stove Works	Stoves	COLISEUM 897
☐ Thermo-Rite Mfg. Co.	Glass fireplace enclosure	COLISEUM 790
☐ J. S. Thorn Co.	Window and window frames	HILTON 330-334
☐ Thyer Mfg. Corp.	Prefabricated homes	HILTON 183-184
☐ Tile Council of America		SHERMAN 449
☐ Tilemaster Corp.	Plastic tile	COLISEUM 882-883
☐ Timber Engineering Co.	Timber connectors, framing anchors	HILTON 33-34
☐ Touch-Plate Mfg. Corp.	Electrical equipment and lighting; low-voltage switches	HILTON 155
☐ Tracy Kitchens	Kitchen equipment and cabinets	HILTON 118-119
☐ Trade-Wind Motorfans Inc.	Attic, window and kitchen fans	SHERMAN 448
☐ Trimview Metal Products	Sliding glass, shower and screen doors, traverse windows	HILTON 391
☐ Trimco Metal Products	Building specialties; doors and door frames	HILTON 340
☐ Trion, Inc.	Home appliances; heating, ventilating, cooling	HILTON 220
☐ Tru-Seal Window Div., Industrial Machine Tool Co., Inc.	Awning windows, window wall	SHERMAN 429-430
☐ Truscon Steel Div., Republic Steel Corp.	Truscon building materials, doors and door frames; windows and window frames	HILTON 5-7
☐ Unique Balance Co.	Sash balance	SHERMAN 551
☐ U. S. Air Conditioning Corp.	Heating, ventilating and air conditioning	COLISEUM 726-727

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COMPANY	EXHIBIT	LOCATION
☐ United States Ceramic Tile Co.	Ceramic tile	COLISEUM 809
☐ United States Gypsum Co.	Building materials, paints, roofing materials, wallboard	HILTON 128
☐ United States Motors Corp.	Garage door opener, portable electric generator plants	COLISEUM 884
☐ United States Plywood Corp.	Cement applied panels	HILTON 147-149
☐ United States Steel Corp.		HILTON 349-350
☐ Universal-Rundle Corp.	Kitchen cabinets and equipment; plumbing fixtures	HILTON 8-9
☐ United States Steel Homes Inc.	Prefabricated homes	HILTON 206-208
☐ Upson Co.	Building materials and panels	HILTON 20
☐ Utility Appliance Corp.	Heating, air conditioning, gas kitchen	HILTON 392
☐ Van Ness Louvre Co.	Jalousies	SHERMAN 468-469
☐ Sun Valley Sliding Door Co.	Sliding doors	
☐ Vanity Fair Laminates, Inc.	Vanity lavatories	SHERMAN 534
☐ Van-Packer Corp.	Chimneys and flues	HILTON 150-151
☐ Vega Industries, Uni-Bilt Div.	Uni-bilt fireplace and chimney	SHERMAN 508-509
☐ Vent-A-Hood Co.	Cooking ventilation equipment	COLISEUM 818-819
☐ Veos Tile Div., Porcelain Enamel Products Corp.	Ceramic on steel wall tile, honeycomb panels	SHERMAN 458-459
☐ Vikon Tile Corp.	Metal wall and ceiling tile	HILTON 320-322
☐ John C. Virden Co.	Lighting fixtures	HILTON 375
☐ Visking Corp.	Moisture vapor barrier, waterproofing membrane	HILTON 369-370
☐ Vulcan Metal Products	Aluminum windows, doors, screens	COLISEUM 849
☐ T. V. Walker & Son, Inc.	Sliding glass doors	SHERMAN 479-480
☐ Ware Laboratories, Inc.	Aluminum windows	HILTON 38
☐ Wasco Products Inc.	Plastic skydome	HILTON 366
☐ Washington Steel Products, Inc.	Doors, builders' hardware, kitchen equipment	SHERMAN 419
☐ Weather-Seal, Inc.	Prime windows	HILTON 193
☐ Warren Webster & Co.	Heating, ventilating, and air conditioning	HILTON 108
☐ Welbilt Corp.	Home appliances; heating, ventilating, cooling	COLISEUM 788
☐ Wessels Co.	Kitchen cabinets; laundry and plumbing fixtures	SHERMAN 407
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☐ Westinghouse Electric Corp.	Home appliances, fans, heating ventilating, and air conditioning; laundry equipment	HILTON 88-93 COLISEUM 895
☐ Weyerhaeuser Sales Co.	Knotty cedar plywood	SHERMAN 563-564
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SEWERAGE PROBLEM . . .

(*Continued from page* 81)

would cost, and the local and state governments benefit from public utility taxation.

A much larger but essentially similar venture is Julius Gaines' 10,000 unit Carol City, 15 miles northwest of downtown Miami. A completely planned community, Carol City has its own schools, churches, and shopping centers. When completed in three years, it will be Florida's ninth largest city.

The Dade County Commission encouraged the private financing of the utility. The first section was completed at a cost of $450,000. The total cost will be $4 million, to be passed on to the homeowners. The Carol City Utility, Inc., has two plants, one to soften, filter, and chlorinate water, the other to treat sewage for Carol City and about 5,000 homes of other subdivisions nearby. The disposal plant is of the activated sludge type. The water is taken from wells 65 ft. deep and is pumped into the 150,000 gallon tank at 350 gpm.

The utility cost is in line with that of neighboring municipalities. Monthly sewage rates are $2.50 for one bathroom, $3 for two-bathroom homes. The cost of water for two adults and two children comes to about $4.10 a month, at 10,000 gallons.

Dade County, as *Public Works* magazine reports (Aug. 1955, p. 81), has growing pains, and there is no central authority responsible for utilities. But a study by the Metropolitan Municipal Board, an advisory body, recommends a merger of all county services under a metropolitan government. So septic tanks are probably doomed in the Miami area, and Gaines' Carol City is a good example of builder leadership.

Another example of the trend toward metropolitanization mentioned several times in this series is the setup of Indianapolis and Marion County, Ind. All the city and county public health activities have been consolidated in a new municipal corporation which has all the powers of the usual municipality. It can make and adopt ordinances, levy taxes, buy and sell property, issue bonds, etc. It has a five man board, three from the city, two from the county, at token salaries. The local health boards have been dissolved.

Another procedure

The utility plant was handled somewhat differently from the public utility technique in a Michigan town recently. Couchois and Miller began construction last spring of 400 homes in the $15,000 range in Haslett's suburbs, east of Lansing. The firm built a water pumping station and distribution system designed to supply 600 homes.

After completing 200 of the homes the builders turned over the system to Meridian Township officials without charge. The cost of $90,000 will be charged against the cost of improving the lots in the subdivision which will benefit.

The promise of "city water service in the country" appealed to home buyers. Deeding the system to the local township relieved the builder of responsibility after the ball was started rolling. Officials were happy to own a debt-free water district, which is expected to show a profit within three years. The town's only capital expense was the cost of $30 to set a meter for each customer. Homeowners have a rate 50% under that of the township's other district. L. T. Miller, partner in the building firm, points out that some version of the plan will be necessary wherever FHA officials require a public water system for lots narrower than 100 ft., to avoid locating wells and septic tanks too close together.

The cost of the water system divided among 600 users came to $150 each—much cheaper than the cost of separate drillings.

COMPACT sewage treatment plant set up as the Carol City Utility, Inc., to serve Julius Gaines' 10,000-home development. Water plant may be seen in center background. Carol City will be Florida's ninth largest city.

Cooperation is the key

"Builders should get together, four or five at a time, to command enough credit to finance and build a sewage disposal plant." That was the advice of Oscar R. Giesecke of Buffalo at the panel of the New York State HBA mentioned above, a couple of hours before he was elected president for the coming year. He narrated his own experiences in planning and getting approval for a plant for a subdivision. His wait from January to September, with four revisions of plan required, he accepted philosophically as part of the process of getting new procedures accepted. Eventually he plans to sell the plant to the town for $1, having passed on the cost of $70,000 for 350 units to the home buyers.

Another speaker on the panel, William D. Jones, acting regional administrator, New York, of the Community Facilities Administration, FHA, reminded the builders of Law 560, 83d Congress, which authorizes HHFA to advance funds to public bodies for the planning of public works. Usually the priority is given to sanitation works.

An interesting technical develop-

(*Continued on page* 310)

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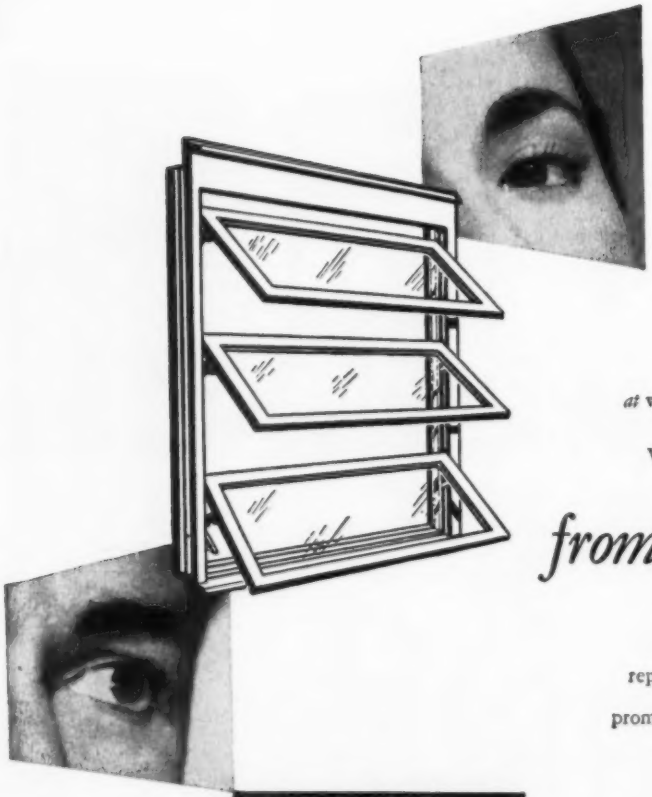

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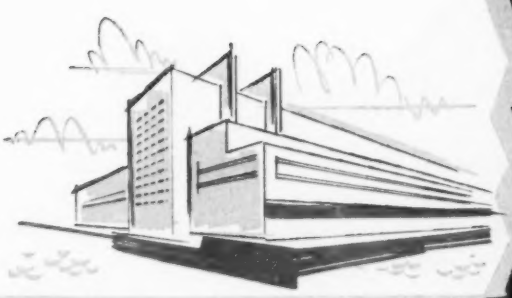

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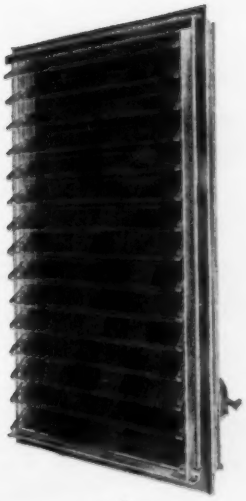

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Zoning laws must not ignore economic "facts of life"

By John F. McCarthy
Attorney-at-law

In a recent decision, the Supreme Court of Illinois considered the problem of zoning for the purpose of reducing traffic and avoiding congestion on streets and highways. This is a widespread metropolitan problem and the Court's observations are quite timely. For the case itself, see *The Exchange National Bank of Chicago vs. The County of Cook*, 129 NE 2nd 11.

This case involved a tract of vacant land on the west side of Cicero Avenue near 76th Street just outside the limits of the City of Chicago. The property was zoned for single family dwellings. The owners sought a reclassification of the property for use for industrial purposes. It appeared that the owners had entered into a contract to sell the land to a corporation which planned to use it as a truck terminal. The County Board refused the zoning change.

The evidence showed that plaintiff's land, although zoned for single family dwellings, was surrounded completely by heavy industrial areas. The Court concluded that it would be both practically and economically unsound to develop the land for residential purposes. The County attempted to justify its refusal to reclassify the property on the ground that it would increase traffic and congestion on Cicero Avenue. It was not disputed that Cicero Avenue was a main, heavily traveled congested artery of traffic. Witnesses testified variously that between 30,000 and 50,000 vehicles per day passed plaintiff's land.

The Court held that the County should have permitted the zoning change to industrial that had been requested. The Court observed that zoning laws and regulations must be reasonable. It agreed that municipalities must have a wide discretion in the development of an area and in the adoption of zoning regulations. This discretion, it said, must not be interferred with unless exercised in a clearly arbitrary and unreasonable manner.

The Court held that zoning for the purpose of reducing traffic and avoiding congestion was permissible, but that regulation for such a purpose must be guided by the same considerations as governed zoning generally. It pointed out that such regulations were invalid where the public interest was insignificant or non existent and the private interest would suffer.

Applying those principles to the evidence before it, the Court observed that the daily flow of vehicles on Cicero Avenue would not be increased greatly by the operation of the proposed truck terminal on plaintiff's land. On the other hand, the Court pointed out that if the County continued to enforce the residential classification, the plaintiff's property might be useless and plaintiff's damages would be considerable. The Court concluded "that the plaintiff's property is wholly unsuited for residential purposes, that to so restrict its use has the effect of destroying substantial values, and that the public interest which will be subserved is so insignificant as to render the ordinance unreasonable and therefore violative of due process and equal protection guaranties."

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Generally there are two major types of kitchen fans—wall and ceiling—and some of these can be used in either position. Another type, also available, is designed to be mounted outside the building, either in the wall or roof, and more than one room may be exhausted by the same fan. Thus by means of ducts and operating grills, one fan may serve the kitchen, bath and laundry.

Increasing in popularity among builders is the combination range hood and fan. Designed to harmonize with the decor of the kitchen, these units consist of a metal hood with built-in fan and light.

On the facing page are construction details showing the various installation practices which may be followed if the fan must be located where the discharge carries through ducts to the exterior of the building. These details also apply to the installation of range hoods.

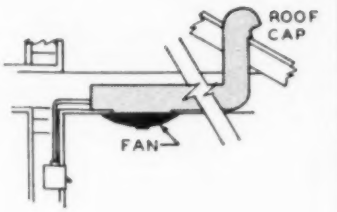
The second data page in this series is provided as an aid to the installation of the attic type exhaust fans. In addition to construction details this chart also gives general recommended locations as well as the formulas for estimating the size fan necessary to exhaust a given space properly.

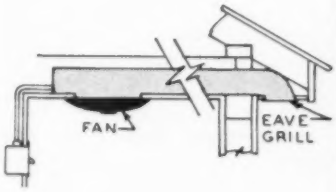
Where ventilation requirements exceed the capacities of the fan desired it is wise to install two units. For example: a rambling type home may be better served by installing fans at opposite ends of the building, thus obtaining a more even air movement through all rooms.

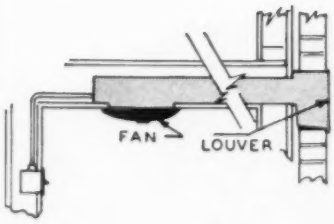
Technical guide . . .

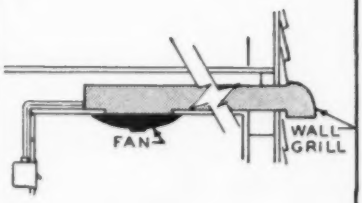
KITCHEN & BATHROOM VENTILATING FAN INSTALLATION

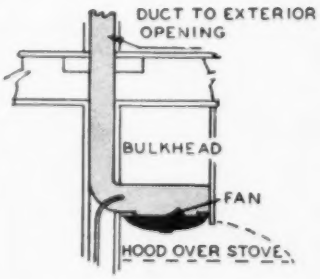
CEILING











GENERAL INSTALLATION RULES

Kitchen ventilating fans should be installed as close to the range as possible. Ceiling fans directly over the appliance; wall fans should be located 12 to 18 in. above the top of the range.

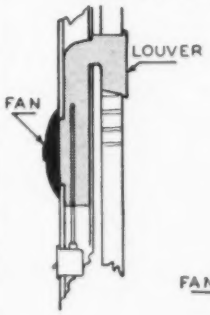
Where discharge ductwork is necessary ducts should be as large as the fan outlet opening throughout. For best results limit ducts length to 10 ft.

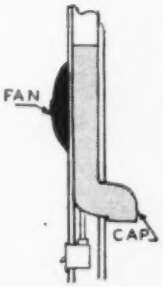
Elbows tend to restrict air flow Keep runs as direct if practical.

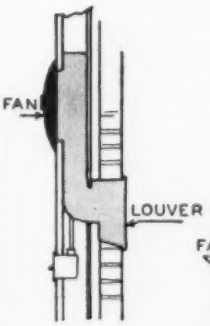
For best results install fan that will change air in the room every two or three minutes. The following formula aids in estimating fan size needed.

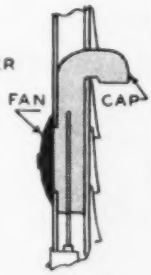
$$\frac{\text{Cu. Ft. of Room}}{\text{Minutes Air Change}} = \text{CFM Fan Capacity}$$

INSIDE WALL

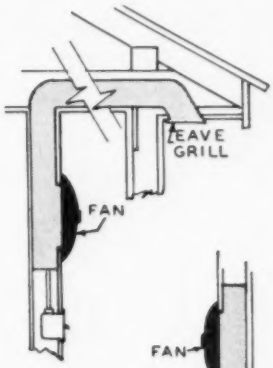


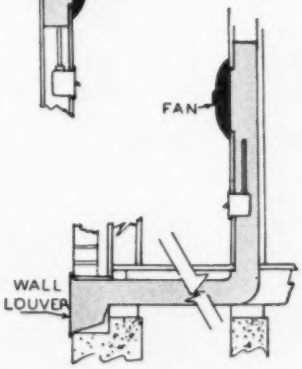


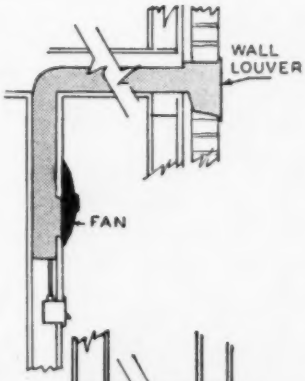


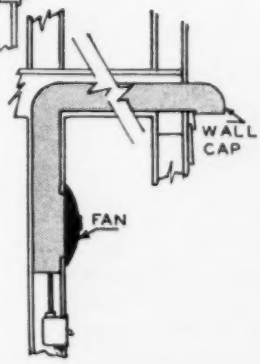


OUTSIDE WALL

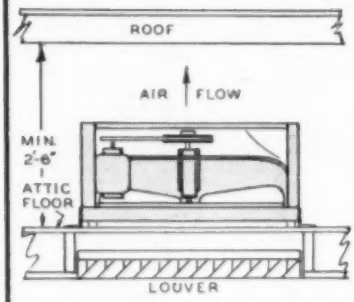


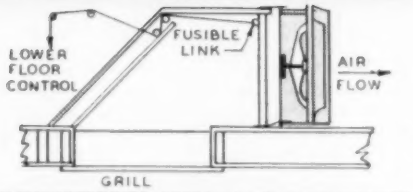


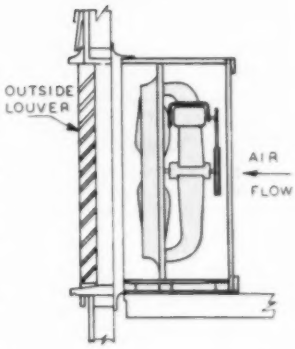




ATTIC & EXHAUST FAN INSTALLATION







GENERAL INSTALLATION RULES

Where fans are installed to discharge directly to outside they should be located with prevailing winds.

Fans discharging directly into attic should be centrally located if possible.

Flat roofed buildings without adequate attic space should be provided with a penthouse for fan location. Either vertical or horizontal units may be used.

Provide adequate protection against fire in all installations. Various devices are available to insure fan cut-off and closing of intake louvres.

MINIMUM AREAS FOR DISCHARGE OPENING

TYPE OF OPENING	SQUARE FEET PER 1000 CFM FREE AIR FAN DELIVERY
Wood louvres backed with ½" hardware cloth. 40% minimum free area	2.27 Sq. Ft. per 1000 CFM
Metal louvres backed with ½" hardware cloth. 50% minimum free area	1.82 Sq. Ft. per 1000 CFM
Plain opening covered with ½" hardware cloth. 80% minimum free area	1.14 Sq. Ft. per 1000 CFM
Automatic or manual shutters, 90% minimum free area	1.01 Sq. Ft. per 1000 CFM

ESTIMATING FAN REQUIREMENTS

The following formula will aid in determining the size of the fan required to adequately ventilate a given area:

$$\frac{\text{*Cu. Ft. Volume of Area}}{\text{**Rate of Air Change}} = \text{CFM (Fan Capacity)}$$

*When estimating cubic feet contents, closets, and other unoccupied areas may be deducted.

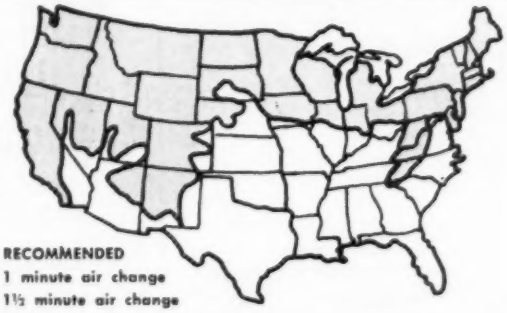
**Select rate of air change according to locality from map at the right.

Example:

Volume = 15,000 Cu. Ft.

Desirable air change = 1½ Minutes

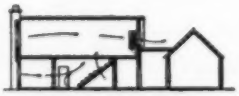
$$\frac{15{,}000}{1.5} = 10{,}000 \text{ CFM (Fan Capacity)}$$



FAN LOCATIONS

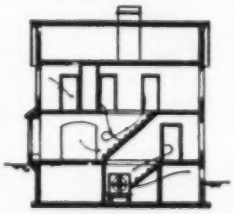
SUCTION BOX

ATTIC STAIRWAY

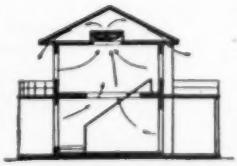

GABLE INSTALLATION

ATTIC WALL

PENT HOUSE


BASEMENT

The installation of attic fans generally follows the three methods shown at top of page. In homes with basements it is sometimes practical, and equally effective, to install the fan in a compartment beneath the basement stairs allowing the discharge to exhaust directly into the basement proper. Intake and discharge louvers should follow the same rules that apply to attic installation. The same precautions should be taken against fire.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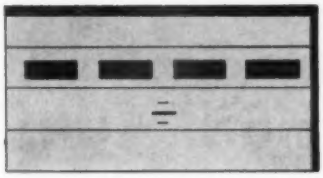

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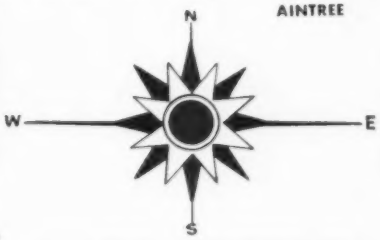
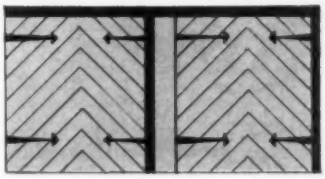
LONE STAR





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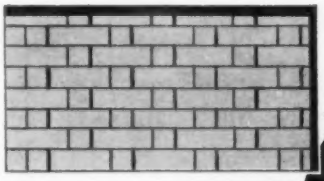

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Nat Siegel, president of FERN HOMES, Brightwaters, Long Island.

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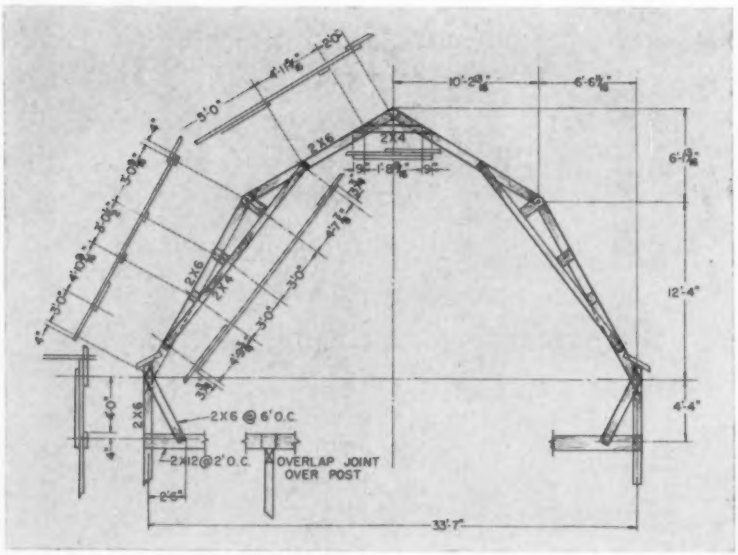


Framing a barn roof for maximum capacity . . .

QUESTION: *I would like to know the plumb cut, side bevel, top cut and side bevel and the length of the rafters for the gable of a gambrel type barn roof in which the upper rafters rise nine inches per foot. This rafter is attached at its lower end to the gable rafter, and at the upper end to the ridge pole extended.*

O. W., Bryan, Ohio

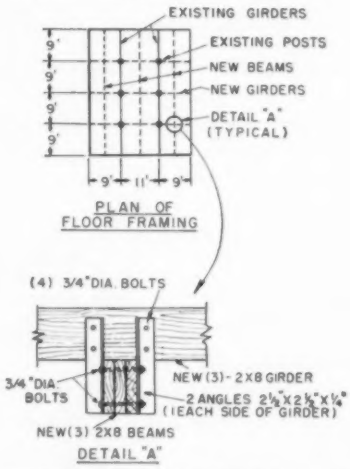
ANSWER: The drawing above covers the details on this type of barn roof. The rafters spaced 2'0" on center provide 500 square feet of mow cross sectional area. This design has been checked for the following conditions of loading:

1. Wind blowing at an angle of 90 degrees to the side wall, with a velocity of 70 miles per hour.

2. Wind of same velocity blowing against the end of the barn where the large hay mow door is open into the wind.

3. Hay track load of 1000 pounds at the peak of the roof.

Overcoming spring in joists

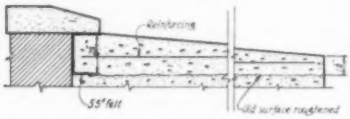


QUESTION: *My problem is to eliminate some of the spring that now occurs in the present 2x6 floor joists that are spaced 12 in. on center and that extend over a span of 9 and 11 ft. My plan is to reinforce the present girders and then provide new intermediate beams at right angles, supported at the posts. How would you suggest securing the new beams?*

L. D. W., Lyons, Colo.

ANSWER: The plan that you suggest is satisfactory if cross bridging alone will not eliminate the springing of the joists. A solution to supporting the underhung beams to the new girders is shown in the drawing. A plan of the new beams is also shown.

Wrong slope to porch floor



QUESTION: *We are faced with a problem wherein a porch floor slopes in toward the house instead of away. The slope is only ½" in 6' and we would like to know how to put a topping on the porch floor, reversing the slope without breaking in the concrete.*

I. R., Cranford, New Jersey

ANSWER: The problem of placing a new topping on the concrete porch floor depends primarily on how much room is available at the threshold. Since for structural reasons you do not wish to cut away the old concrete, the new topping, designed to pitch away from the house, must be at least 2½ in. thick at the base of the house and graduated downward to 1½ in. thick at the outer edge. The surface should be roughened with a pick or grinding tool.

Which is the best way?

QUESTION: *Please tell us the best way to fasten 4"x10" rafter beams to a 4"x14" ridge beam. The roof pitch is 2-12. Construction is 2"x6" planking, 2" insulation and a built up roof. The rafter beams span 14'0" and are 6'0" o.c. The ridge beam spans*

(Continued on page 280)

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Peru 3, Illinois

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(*Continued from page 278*)

24'0". We would prefer to fasten the beams without fasteners or ledger board. The beams are all exposed.
R. J. A., Topeka, Kansas

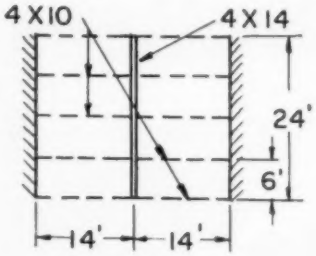


FIG. 1

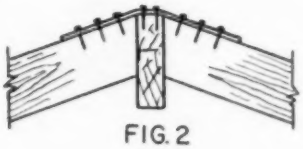


FIG. 2

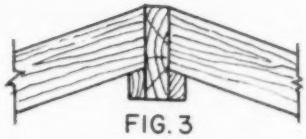


FIG. 3

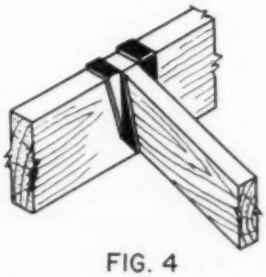


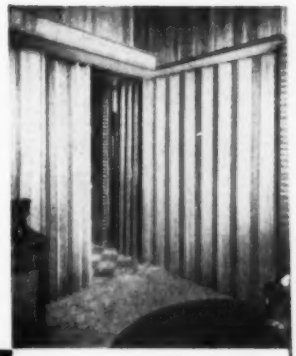
FIG. 4

ANSWER: The examples above indicate the customary way in which this problem can be solved. Fig. 2 indicates a steel plate placed on top of the rafter and the ridge beam. This is nailed to the wood members from the top. Fig. 3 shows a ledger board nailed to the side of the ridge beam which in turn supports each rafter. Fig 4 is to support the rafters on steel joist hangers. This is the most economical method. Toenailing the 4x10's to the 4x14 ridge rafters is possible but very impractical. 8-50 pennyweight spikes would be required at each end. Prebored holes would be required for each nail which would destroy the effectiveness of the rafter.

BE SURE TO SEE THE NEW

Veni-flex

WOVEN WOOD SLAT FOLDING DOORS



AT THE N A H B CONVENTION CHICAGO

BOOTH 390
THIRD FLOOR
at the
CONRAD HILTON

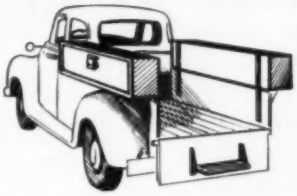
Also On Display
"CONSO WINDMASTER FANS"
and
"CONSOLITE SKYLIGHTS"

Come see us during the Convention. We are looking forward to renewing acquaintances with old friends once again. Our 1956 line of Veni-Flex Doors will be one of the most popular "extras" that home buyers are now expecting. See you in January.

Manufactured By
CONSOLIDATED GENERAL PRODUCTS, INC.
HOUSTON 8, TEXAS

Your PICK-UP truck will do double duty with KARYALL COMPARTMENTS

Increase profits by keeping truck bed clear to haul more payload. Cut your costs by keeping tools organized to avoid tool damage and loss.



KARYALL COMPARTMENTS convert any ½, ¾ or 1 ton pick-up truck into a handy mobile workshop. KARYALL COMPARTMENTS are better built for less money. They are built in 78", 88", 96" sizes. Shipped complete with mounting brackets for easy installation. Model H-78 for ½ ton unit shipped prime painted and crated f.o.b. Cleveland, Ohio (including Federal Excise Tax) $124.20 per pair. Other models price proportionately.

MAIL THIS COUPON TO DEPT. A FOR COMPLETE DETAILS

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ADDRESS.....

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MY PICK-UP TRUCK IS A:

....
SIZE MAKE

Karyall BODY INCORPORATED

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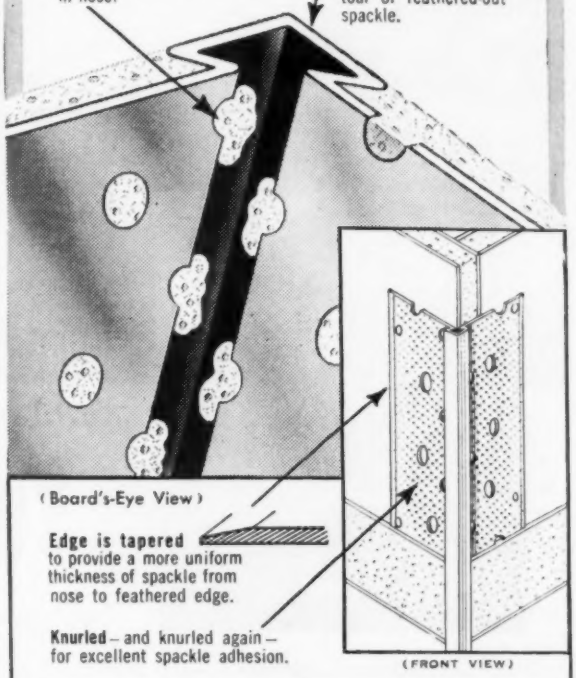
No. 240
(PATENTS PENDING)

a Finer ALL STEEL Corner Guard

Corner Guard
DRYWALL TRIM, INC.

under nose spackle holes permit spackle to rivet itself into nose of bead with positive key—even when board fits tightly in nose.

nose is wider to space spackle further away from corner, thus giving steel protection where most needed. Undercut to provide a better grip and tapered to contour of feathered-out spackle.



Edge is tapered to provide a more uniform thickness of spackle from nose to feathered edge.

Knurled—and knurled again—for excellent spackle adhesion.

For Door & Window Casings · *No Spackle Required*

Triple-Grip Spring Action Assures a Tight, Clamping Fit

No. 102 Square Profile

Pat. No. 2,663,390. Canadian Pat. No. 506,022.

No. 101—Bullnose Profile. ⅜" & ½". Factory Mitered at no extra cost. (⅝" square cut.)

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These warehouses in addition to our factory inventory:
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These adjustable, sliding shelf/trays (exclusive with Mutschler) now make kitchen storage completely adaptable. They may be removed with contents and carried like a tray, and rearranged for height of storage without tools. Extra shelf/trays available to add at any time. This is an important selling point to families that are growing up and expanding.

Builder's kitchen for a young family

See it at Chicago

— during N. A. H. B. convention

exhibit space 710-711

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Designed by Mutschler in cooperation with Redbook magazine, this *New Freedom Gas Kitchen* is really more than a kitchen. It's a multi-purpose room that incorporates kitchen, laundry and living area for growing families . . . the big market for builders.

Cabinetwork is in fruitwood finish, with French blue countertops. Featured are built-in gas appliances, including the regular model gas refrigerator in a brick alcove. Also, a large table that pulls out from a floor cabinet, adjustable shelf/trays as described at left, sliding wire vegetable bins and many other fine Mutschler features.

If you are building quality homes, you'll want to investigate the advantages of Mutschler hardwood kitchens . . . with design, plan and décor tailored to your particular needs. And, they are inexpensive, too!

See us at the N. A. H. B. show in Chicago, or send coupon at the left for further details.

MEMBER OF NATIONAL INSTITUTE OF WOOD KITCHEN CABINETS

MUTSCHLER BROTHERS COMPANY
Department 106, Nappanee, Indiana

Please send information about Mutschler hardwood kitchens. I am _____ builder, _____ architect,

_____

NAME _____

ADDRESS _____

CITY _____

STATE _____

Sink enclosures can be easy

Enclosing a sink with a cabinet not only provides additional storage space, but also improves the appearance of the kitchen. How to do this is just one of the many ideas to be found in "How to Build Cabinets for the Modern Kitchen," recently published by Simmons-Boardman.

The above plan proposes that the upper edges of all four cabinet walls fit inside the recess formed by the roll rim. This will allow the rim to overlap the cabinet on all sides. However, if cabinet width and length are slightly increased, the sink can be made to rest on the bottom edge of the rim.

If the cabinet is to provide full sink support, it would be advisable to use ¾" plywood for all four sides. Otherwise, lesser material might be chosen. Use nom. 1" x 4" pine for the base and nom. 1" x 2" and nom. 2" x 2" for the framing.

Other sink ideas:

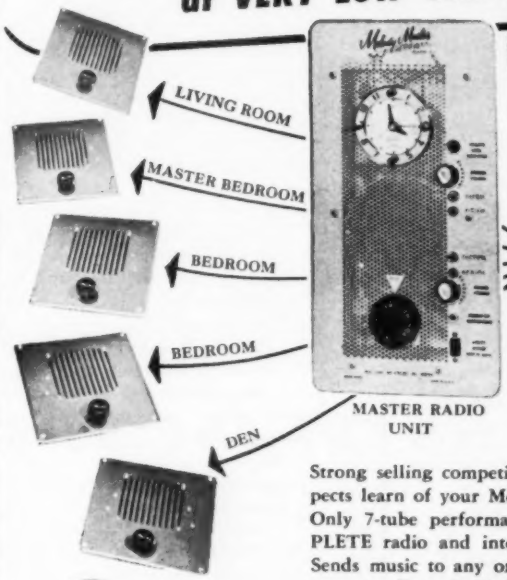
A kitchen sink doesn't always have to be backed up to a wall. It may be located in a "peninsula" of cabinets jutting from the wall or in an "island" in the middle of the room. Before using such a location, be sure that piping water and installing drain will present no difficulty or costly plumbing problems.

ADDED HOME LUXURY - MORE SALES PULL

Melody Master TRADE MARK

RADIO-PHONO INTER-COM SYSTEM

Yes... YOU CAN ADD the SALES MAGIC of a COMPLETE BUILT-IN RADIO-INTERCOM and PHONO SYSTEM in your SINGLE and MULTIPLE DWELLING CONSTRUCTION... at VERY LOW COST!!!



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Includes custom-built master radio with speaker, plus 5 indoor remote speakers with all components. ENGINEERED AND DESIGNED FOR BUILDERS ONLY.

PHONO-JAC for plugging in record turntable.

SLUMBER SWITCH on master panel plus electric clock; turns set off and on automatically; time a roast, etc.

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ALSO RCA DISPLAY • BOOTH 582 SHERMAN HOTEL

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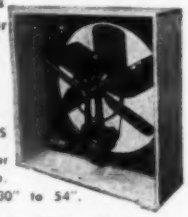
***Package Unit* FANS**

For fast low cost installation . . . a size to fit your need.

Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5000	31"x31"	18¼"
AVP-36	7500	36"x36"	18¼"
AVP-42	10000	42"x42"	20¼"

Built-in shutter . . . manually or air operated. Fan, motor, and shutter completely assembled and wired as single unit. U. L. Approved. Contractors say AVP Units are the easiest on the market to install . . . cuts time by one hour or more.

Certified Ratings



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Federal outlook for '56 + 5%

A record-breaking sum of $44 billion for new construction spending is expected in 1956, 5% above the $42 billion peak for 1955, according to estimates prepared jointly by the Labor and Commerce Depts.

Private construction outlays in 1956 are set slightly above 1955's $30 billion total. Public construction will rise 10% in 1956.

The value of private nonfarm residential construction will stay near the 1955 level of over $16 billion. A decrease in the dollar value of new home building will be largely offset by greater outlays for remodeling of older homes and for construction of motels and other nonhousekeeping residential units.

Most of the increase in private construction between 1955 and 1956 is anticipated from the rise in spending for new nonresidential buildings to $8.7 billion, with industrial building showing the largest relative gain —17%—over 1955.

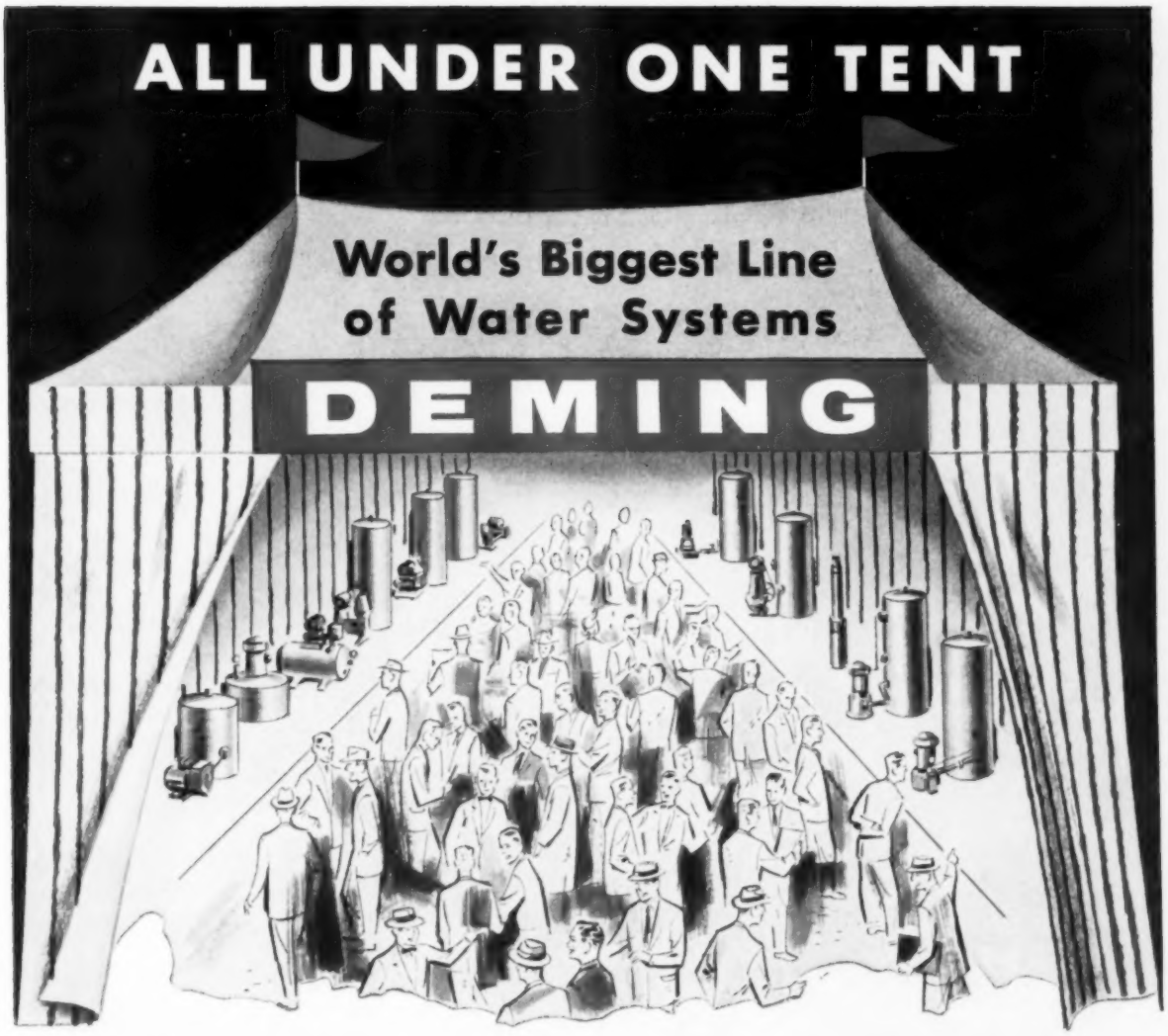
Spending for stores and other service establishments in 1956 will rise to $2¼ billion, 17% over 1955's total and 80% above that for 1954. A record $850 million is seen for religious buildings in 1956.

NEW CONSTRUCTION IN CONTINENTAL UNITED STATES
1955 and Outlook for 1956[1]
(Millions of dollars)

TYPE OF CONSTRUCTION	1955	1956	PERCENT OF CHANGE
Total new construction	$42,000	$44,000	+ 5
Private construction	30,000	30,850	+ 3
Residential building (nonfarm)	16,345	16,200	— 1
New dwelling units	14,765	14,300	— 3
Additions and alterations	1,250	1,500	+20
Nonhousekeeping	330	400	+21
Nonresidential building (nonfarm)	7,630	8,700	+14
Industrial	2,400	2,800	+17
Commercial	3,045	3,475	+14
Warehouses, office and loft buildings	1,125	1,225	+ 9
Stores, restaurants and garages	1,920	2,250	+17
Other nonresidential building	2,185	2,425	+11
Religious	740	850	+15
Educational	500	525	+ 5
Social and recreational	245	275	+12
Hospital and institutional	350	350	0
Miscellaneous	350	425	+21
Farm construction	1,400	1,350	— 4
Public utilities	4,465	4,450	[2]
Railroads	340	400	+18
Telephone and telegraph	700	775	+11
Other public utilities	3,425	3,275	4
Local transit	25	25	0
Pipelines	325	350	+ 8
Electric light and power	1,800	1,700	— 6
Gas	1,275	1,200	— 6
All other private	160	150	— 6
Public construction	12,000	13,150	+10
Residential building	250	275	+10
Nonresidential building	4,220	4,225	[2]
Industrial	705	475	—33
Educational	2,450	2,700	+10
Hospital and institutional	330	275	—17
Other nonresidential building	735	775	+ 5
Military facilities	1,320	1,500	+14
Highways	4,100	4,600	+12
Sewer and water	1,080	1,200	+11
Miscellaneous public-service enterprises	280	500	+79
Construction and development	600	675	+13
All other public	150	175	+17

[1] Joint estimates of the Department of Labor and the Department of Commerce.

[2] Change of less than one half of one percent.



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Modern living *demands* Running Water. It's one of the first considerations when building beyond city mains.

Make sure the water systems you specify, or buy, are right for type and capacity. Make doubly sure they are built for dependable, low cost operation, easy maintenance and long life.

Every condition—every requirement—can be met exactly when you STANDARDIZE on the Deming line. This concentrates responsibility in one complete reliable source. It's a sound policy that pays off for builders, sellers and buyers of homes beyond reach of city water.

Specify DEMING . . . the World's Biggest Line of Water Systems . . ."All Under One Tent." Write for free catalog information and names of your local Deming Distributors.

REMEMBER: May is National Water Systems Month

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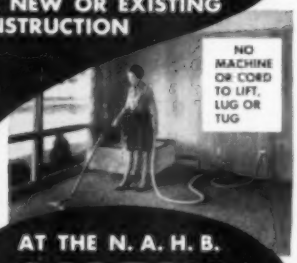

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BOOTH No. 898
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Gentlemen:
Please send me the Vacu-Flo brochure.

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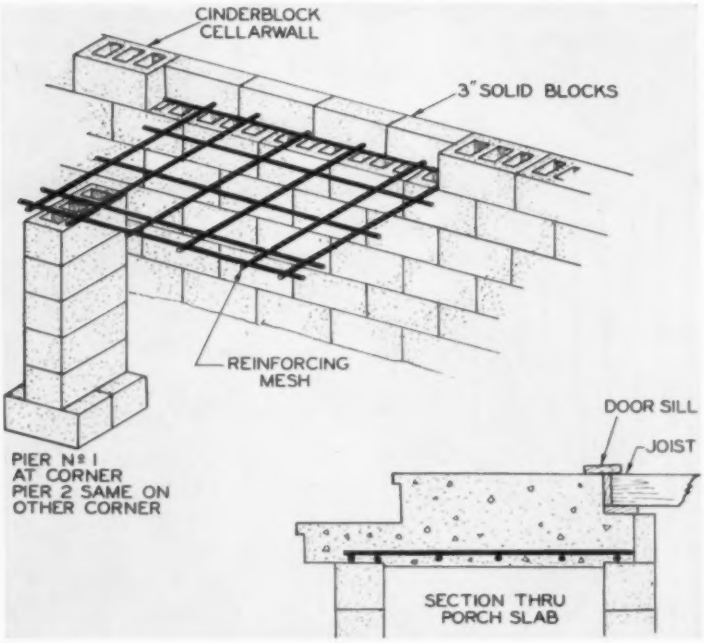
How to do it better

Ideas for the man on the job



Reinforce front porch concrete slab . . .

When we have a concrete front porch slab to pour for a new house, we carry the load as shown in the above drawing.

First, a pocket is formed in the foundation block wall by laying up a course of 3-inch block at the point where the porch slab is to tie into the house. Then, before backfilling, we go down into undisturbed soil and lay up two cinder block piers, dry. These are braced temporarily during backfilling. Then a grid of steel reinforcing rods is set up across the piers and the pocket and the concrete poured, on top of the fill. All wood in contact with the concrete is treated with a preservative.

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Rich . . . stunning . . . and distinctive with the look of true hand craftsmanship. This is Trade-Wind's striking new early American ventilating hood, made in exclusive Duometl — two sheets of genuine copper and steel laminated together. Beautiful antiqued finish to match the new copper stove tops. 30", 36", 39", 42" and 48" lengths including baffle. Underhood light available. Competitively priced.

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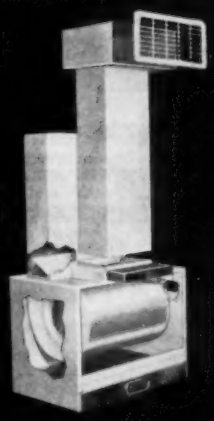
MODEL 3501 VENTILATOR
550 CFM

Recognized as the only complete system. Two inlets—one under the hood—the second at ceiling level. Both inlets equipped with washable filters. Powerful dual centrifugal blowers. 4-speed switch. Use with any of the striking Trade-Wind hoods.



MODEL 2501 & 1501
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425 & 300 CFM

Dual blowers. Interchangeable horizontal or vertical discharge. Built-in backdraft damper. Available with metal filter. Use with any Trade-Wind hood.

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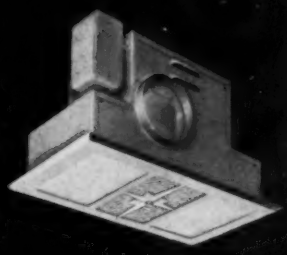

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NICHOLS special threaded STEEL NAILS

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All Standard Sizes

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RING-GRIP COMMON
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Nichols steel nails are available in sturdy, attractive, 50 pound cartons. All types have clean-cut, well-centered points and round heads. Write for complete descriptive literature and prices. Excellent delivery. Address Dept. AB-16.

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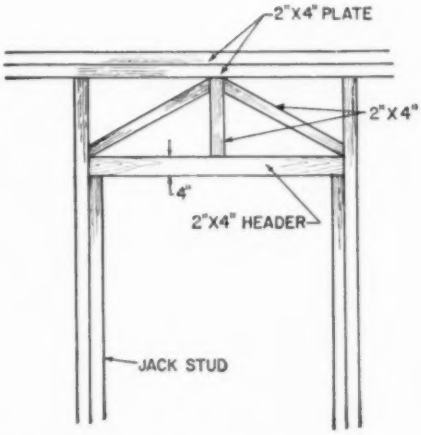
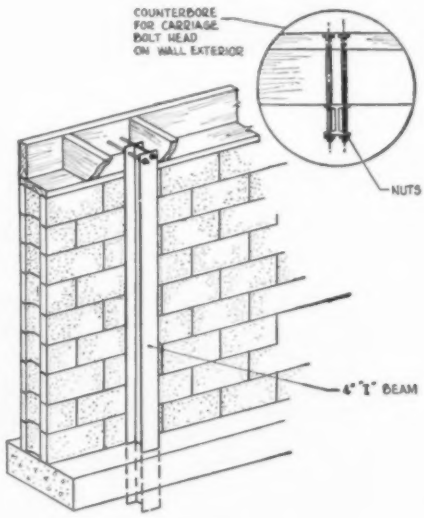
Ideas for the man on the job



Better framing detail over door

Here is a better way to frame over all door heads, regardless of whether the partitions are bearing or non-bearing. When this practice is followed, there are less chances for cracks in the walls around the door openings.

W. F. Weaver, Baltimore, Md.



Vertical "I" beam provides extra rigidity for concrete block wall

When laying up concrete block foundation walls in heavy clay soils that hold moisture and produce lateral pressures, a four-inch steel "I" beam placed vertically against the inside of the wall will add rigidity to the wall. Concrete block wall spans over 20 feet will hold back clay soil pressures when reinforced this way. The bottom of the steel "I" beam is embedded in the poured concrete footing, trued up, and braced before the concrete blocks are laid.

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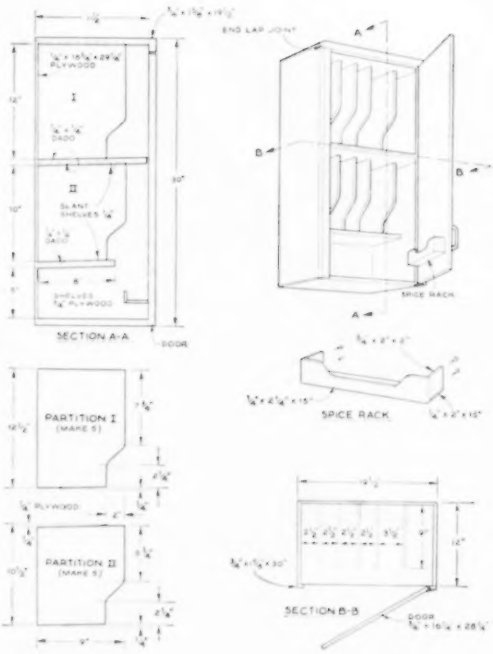

Add a lid and pan rack as a built-in bonus

A kitchen with convenient utensil storage means a home with added sales potential. This lid and pan rack, placed near the range and/or in the mixing center, is one of many built-ins described in the book recently published by Simmons-Boardman, "How to Build Cabinets for the Modern Kitchen." Lids and flat pans are stored upright. Bins of two different widths provide for pans and lids of different thickness. Rear downward slant of shelves prevent round tins from falling out.

To make: Cut 3/8" x 3/4" rabbets in the ends of top and bottom pieces to take side pieces. Rabbet all four pieces 1/4" x 3/8" for the 1/4" plywood back. Cut 3/4" dadoes 1/4" deep in the sides for two shelves, slanting them as shown. Stopped dadoes are indicated in top and bottom surface of upper shelf for the partitions, but they can be full dadoes. Corresponding dadoes are needed in the 8" bottom shelf and under side of the cabinet top. Cut partitions 1/4" off square as shown. To get exactly the same angle on all partitions, clamp together and cut all at once. After fitting partitions into dadoes, position shelves between sides of cabinet for rear downward slant.

MATERIALS:

3/4" plywood (4' x 4' panel) to make—
- 2 pc. 12" x 30"—sides.
- 2 pc. 12" x 19 1/2"—top and bottom.
- 1 pc. 12" x 18 1/2"—top shelf.
- 1 pc. 8" x 18 1/2"—bottom shelf.
- 1 pc. 16 1/4" x 28 1/4"—door.
- 2 pc. 2" x 2"—rack ends.

1/4" plywood (4' x 4' panel) to make—
- 1 pc. 18 3/4" x 29 1/4"—back.
- 5 pc. 9" x 10 1/2"—lower partitions.
- 5 pc. 9" x 12 1/2"—upper partitions.
- 1 pc. 2 1/4" x 15"—rack front.
- 1 pc. 2" x 15"—rack bottom.

2 pc. 3/4" x 1 5/8" x 30" pine—front facing strips.

1 pc. 3/4" x 1 5/8" x 19 1/2" pine—top facing strip.

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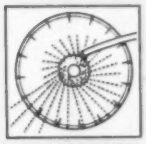

WATER APPLICATION
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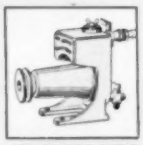

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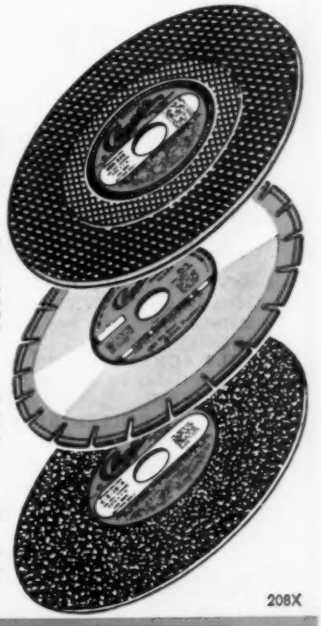

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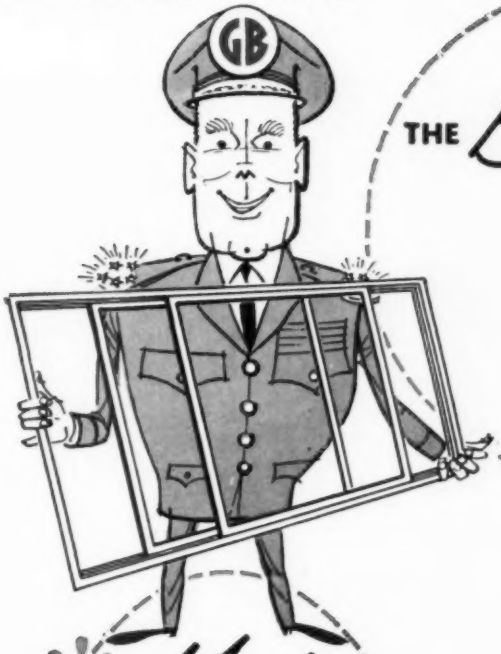

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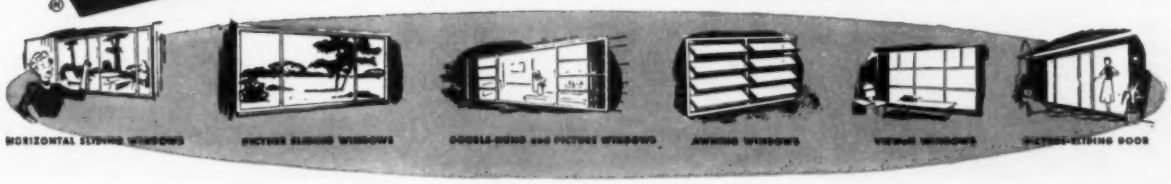
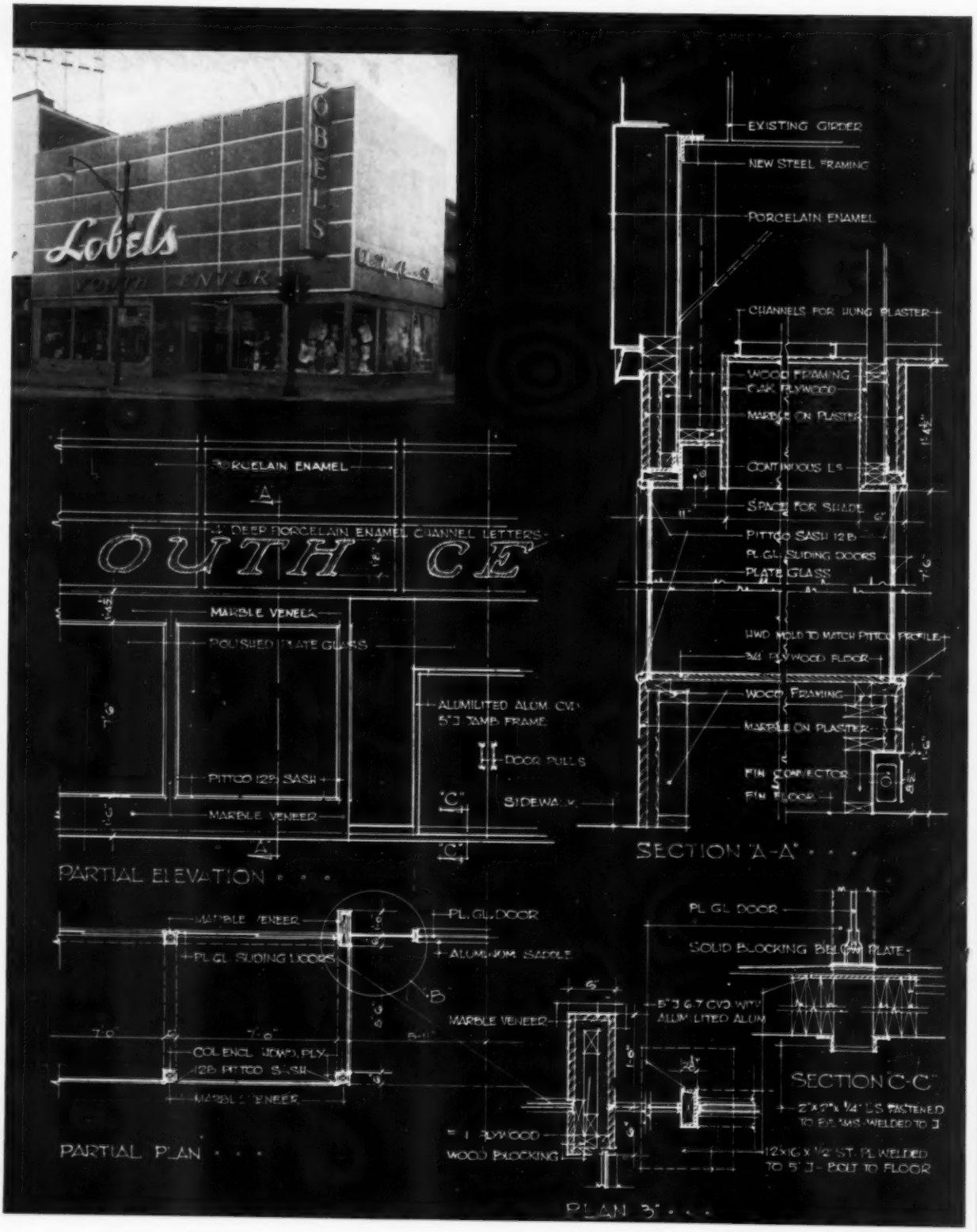


An economical face lifting for a store



front . . .

Plain wall surfaces that extend from the sidewalk to the roof-line is the order of the day in the remodeling of this outmoded commercial building shown in the plate at left.

The all-glass front, entrance and side street return is completely surrounded with a marble veneer. This includes the old column supports, effectively worked into the revised store front plan. The inside of these columns are faced with hardwood veneer in the same manner as the inside of the show windows.

The entire surface above the first floor is faced with a series of individual 16-gauge porcelain enamel pans. These are set in groups of three horizontally and then separated with alumilited aluminum divider strips of 16-gauge, recessed one inch back from the face of the metal pans.

The divider strips and pans are rigidly secured to wood blocking attached to the old masonry wall. Space is allowed in the setting for ample caulking.

In the new front, the display signs are considered an integral part of the overall design. Letters vary from 4 to 8 inches in depth. These are of a porcelain enamel channel type, with multiple neon tube inserts in each letter.

Windows above the first floor level have always been a necessary adjunct to the successful operation of an upper level sales area. Air conditioning has done away with them, and has given the designer unlimited scope with respect to the design of the front, and in the use of new and more economical materials with low maintenance.

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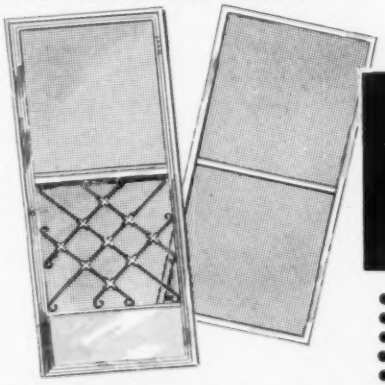

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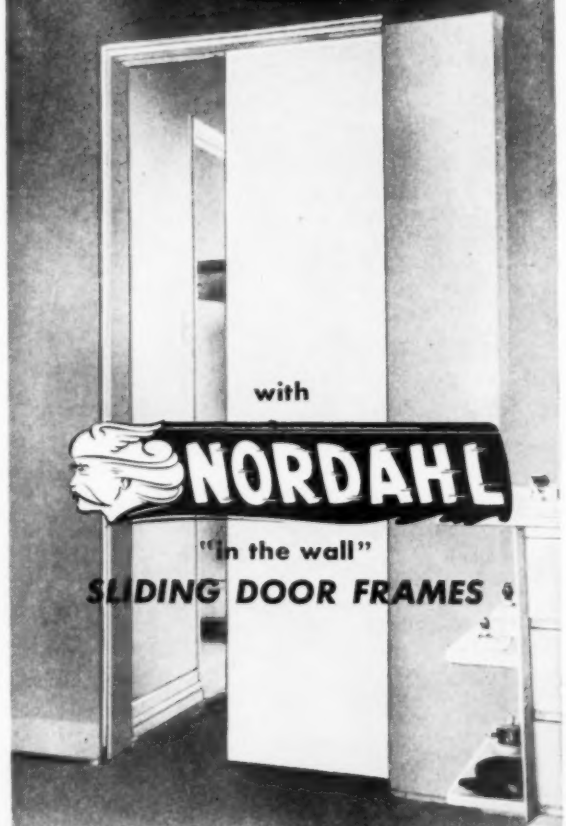

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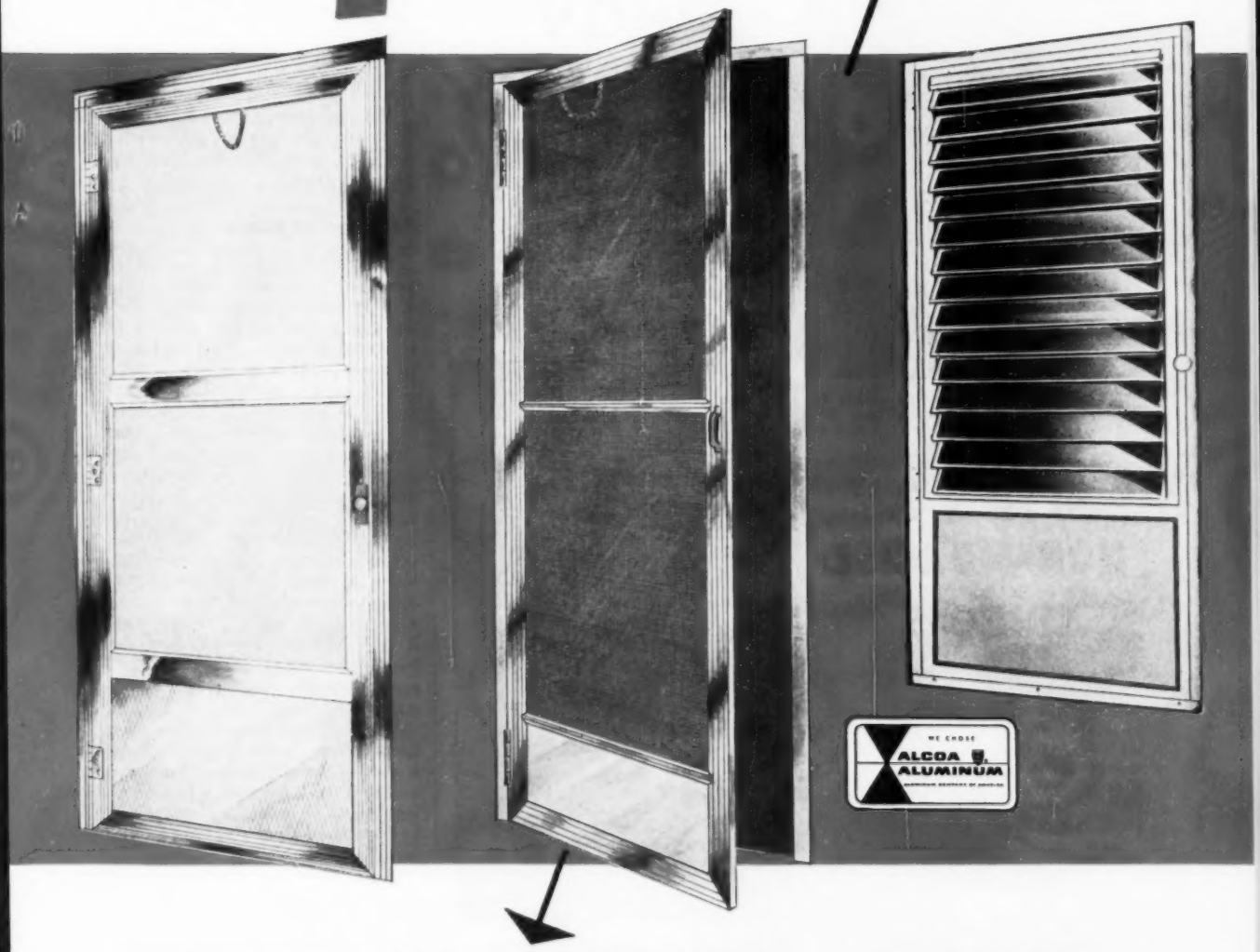

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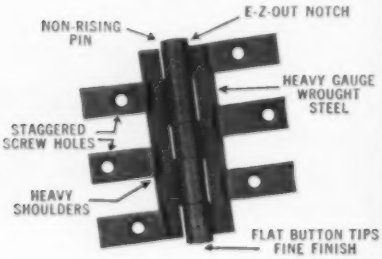

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BOBER FORECAST . . .

(Continued from page 13)

its immense size. The Survey makes compulsory a mental readjustment which hasn't taken place as yet with most of us. In 1956, almost $8 billion may be spent in the owner-occupied residential modernization market alone. Around 2.8 billions may be spent in the tenant-occupied sector.

We must therefore cease to speak of construction as a $44 billion market. It is, or in 1956 will be, a $65 billion market.

The growing family

We have now had a number of years of very active construction. Yet the industry keeps surging, year after year, onward and upward to ever higher levels. What makes it tick that way?

First of all, above all other reasons, the immensity of the change in population growth since before the War. Our birthrate since the 1930's has risen 50%. In that decade our population increased by about 9,000,000. In this decade it will be about 27,000,000—an almost incredible increase. We are headed towards a population of 200,000,000 by approximately 1968 which is only a dozen years hence. Families with 3 or 4 or even more children are becoming a natural concommitant of our prosperity and the American standard of living.

But even these figures fail to give adequate expression to the dynamic impact of population-growth on our economy. It is necessary to understand how enormously that impact has increased since a year or so before Pearl Harbor.

In the 1920's and 1930's the future of our country, and of course the construction industry with it, was threatened by a slowdown in the birthrate that would have sent us tailspinning into a stationary and ultimately declining population.

Our potential market

By 1940 we had actually half a million fewer children under 15 than two decades earlier. Then came the great reversal. Shortly before Pearl Harbor the birthrate suddenly surged upward at a spectacular rate. Ever since, it has stayed on a lofty plateau. Instead of declining by another half million as in the preceding 20 years, the number of children in this country will have increased from 1940 to 1960 by no less than 21,000,000!

That has changed everything—absolutely everything. And there we have the most fundamental differ-

ence between the business boom of the Twenties and that of today.

Never in the history of the world has so immense and so sudden a population-reversal been recorded. These children, or almost all of them, are rapidly growing up into adult producers, consumers, and home-wanters. In only a few more years, the vanguard of this mighty flood of young adults will reach market after market.

And the result is that everything in the U.S. is rapidly becoming *too small*—literally everything, from our factory plant to our housing plant and everything that lies between or is remotely connected with the requirements of people. And that, of course, is the construction industry's meat.

At the same time, technological progress is advancing at an accelerated rate the like of which no age has even seen. Only yesterday the annual increase of the output per man hour of the American economy was rated at 2%. Now it is 3% compounded annually, an almost incredible rate of acceleration in a period of less than a decade. And in manufacturing the rate is rising to 5 and even 6% per year—a rate of change that is something new in even our national experience. To summarize:

Expansion means construction

Population growth is making everything too small. Technological progress is making everything obsolete. Technology is placing into our hands the power to satisfy the ever-increasing demands of a spectacularly growing population. Add these things together and you get the main reason why we are in the midst of the greatest era of expansion in all our history.

And of course, expansion means construction.

Our present era of expansion is not approaching its end as happened to the boom of the Twenties in 1929. On the contrary, it is just hitting its stride. Major expansion lies ahead, not behind. It could not be otherwise. The flood of children that is now pouring thru our schools has not yet had time to transform itself into a corresponding flood of adult producers, consumers, and home-wanters.

The year 1956 must therefore be seen in its proper historical setting. It is not at the beginning of the period of postwar expansion because ten years of boom lie behind it. And as business prosperity never advances in an unbroken line, we could have a dip in some business sectors, if for no other reason than that the boom must occasionally come up for air and catch its breath.

But, far less, is 1956 at the end of a period of expansion. It is not even well along towards the middle. To repeat myself, there can be no end to expansion until the torrent of children has fully reached adulthood, and that will only begin to happen in another five years or so.

There are some differences between this year and last. The stock market break, which is rapidly repairing itself, may or may not cause some deferment of projects. Automobiles had a tremendous year in 1955 that will be hard to duplicate in 1956. We have tighter money than a year ago, and this is having minor effects in the home building market. We have had a very rapid rise in consumer-debt and the rate may require some temporary slackening.

Yet so powerful is the surge of the business tide that it is more than likely that 1956 will sweep aside all obstacles. Our money managers, the Federal Reserve System, are as interested as anybody in keeping prosperity at the highest possible level

(Continued on following page)

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(*Continued from preceding page*)

commensurate with the need to hold inflation in check. There are already small but definite signs that credit is in the first stage of being eased in the vitally important home building sector.

It is often said that the home-mortgage debt is too high. But let's look at it objectively. In 1945, at the end of the War, about 51% of all our occupied non-farm homes were owner-occupied. By 1955 that percentage had risen to 55. Of our total of 44,000,000 non-farm homes, over 24,240,000 are now owner-occupied. If the percentage had stayed at 51 it would only have been 22,440,000.

Thus, as a result of the increase in home ownership and the relative decline in tenancy, we now have 1,800,000 more owned homes than we would have had at the old ratio. As these homes carry an average mortgage debt of $8,000 the aggregate mortgage debt has naturally increased by $14.4 billions.

But the rental liability has been reduced proportionally as people must have homes. Today it makes very little difference financially whether they pay for occupancy in form of monthly home-ownership payments or monthly rental installments. In effect, people have used the money they save on rent to pay for homes. But home-ownership debt is recorded as debt and looks big, whereas rent-liability is not so recorded and almost never publicized.

The migration factor

Every year since 1949 we have had a more-than-a-million-new-homes year. We will continue to have such years because population growth, demolition, and housing obsolescence demand them. In 1956 at least 800,000 new homes will be required for new family formation in the non-farm areas. True, farm families are decreasing; but abandoned farm dwellings don't add to the housing supply where needed, which is in the cities and suburbs. We are now demolishing homes at the rate of 250,000 to 300,000 a year. Thus, mere family formation and demolition combined will require considerably over a million new homes next year.

We started about 1,250,000 new homes in 1955. It may be a little less in 1956, between 1,200,000 and 1,100,000. But that will merely build backlogs for the following year.

The fact is that family formation is by no means any longer the only big factor that makes for housing demand. One of the very biggest factors is migration. People continually pour out of the older parts of the United States—the New England, Middle Atlantic, and part of the Prairie States—into the newer and less developed regions in the South and West, and the Great Lake cities with their enormous industries.

So great has been this flood of people that considerably over half of all new homes erected in 1954 were in the South and West. And undoubtedly the same will be true of 1955, 1956, and thereafter. The growth of these regions is an immense construction stimulus.

But the greatest flood of migration is to the suburbs. In the 5 years between April 1950 and April 1955 the country's 168 standard metropolitan areas accounted for almost its entire population growth. But that growth was seven times as fast in the suburbs of these metropolitan areas as in the old central cities.

Home replacements

The result is that you can have heavy vacancy ratios in the old central cities side by side with a ceaseless intense demand for new homes in the suburbs. And that, in fact, is what we are getting.

It is only in areas and regions that people move *to*, not in areas and regions people move *from*, that rising vacancy ratios have any real significance. An empty house in Portland, Maine does not add to the housing supply if the direction of migration is towards Portland, Oregon. And empty dwellings in the central cities do not add to the housing supply for people seeking homes in the suburbs.

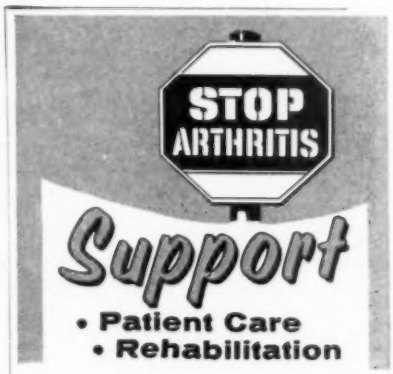
In areas and regions where people move to, vacancy ratios remain abnormally low. This insures further massive homebuilding.

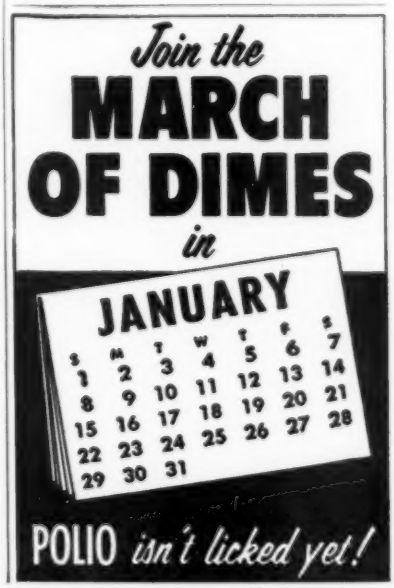
For the first time in our history we are developing a true home replacement market—not so much thru demolition of old homes as by people moving out from these into new homes. For the first time in our history the average American family can afford a new home. The average annual family income is now $4,400. That is enough to carry payments on a new house costing 2½ times that, or $11,000. For that price the home builder has been giving excellent value.

Average income rise

In a couple of years or so, unless we get a general business decline of which there is today no sign, fully half of all American families will have an annual income of $5,000 or over. That carries a $12,500 new dwelling. And for that price the typical American builder is giving his customer something so attractive that it is pulling people out of old homes into new at a spectacular rate.

Thus, the postwar distribution-of-income pattern operates as a mighty engine of homebuilding activity. Add to that family formation which will keep climbing ever higher as our innumerable postwar youngsters get into the adult age-groups, the migratory instincts of our people, the modernity with which modern homes are now designed and hence the rapidly growing obsolescence of existing dwellings. The answer is an annual demand for new homes that will soon reach 1½ million a year, plus an almost staggering demand for modernization to bring the existing housing plant up to date. Fortunately, because of our spectacular population growth, there will be a vast market for both the new and the modernized old.

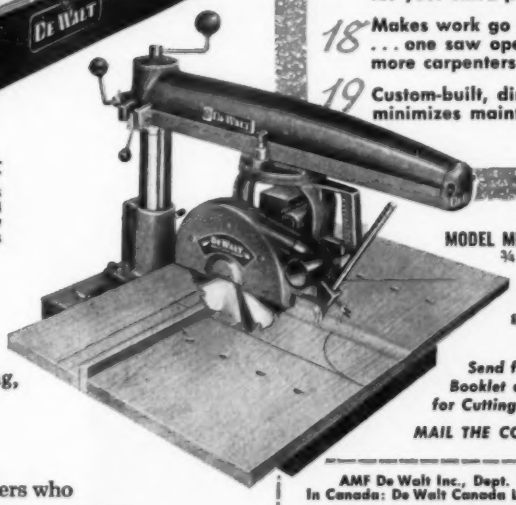




Here are 19 REASONS why these new 1956 AMF De Walt Power Saws speed your cutting . . . lower your costs

MODEL GW-I WITH 10" SAW. With 1½ hp direct-drive motor, 120/240 voltage change switch. 10" saw blade cuts 3" deep, rips 26" wide, cross-cuts 16" wide on 1" stock. Steel base with welded carrying handles, carries through 30" door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs. $382.50 complete delivered.

Larger sizes available



MODEL MB-F WITH 9" SAW. Portable, with new ¾ hp direct-drive motor, 120 V. 9" all-purpose saw blade cuts 2½" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs. $239 complete delivered.

The modern, versatile, job-proved De Walt Power Saw . . .

1. Does everything on the job, from framing to finishing.
2. Saves as much as 60% in power tool costs.
3. Instantly adjusts for any cut you want.
4. Gives machine-tool accuracy on all cuts—makes fitting easier, faster, finer.
5. Cuts lumber waste . . . salvages odd sizes.
6. Gives far safer, easier *top-side* cutting.
7. Saves as much as 90% in layout and marking time.
8. Reduces worker fatigue—operators *like* De Walt's easy handling.
9. Has big capacity in either size . . . with powerful, compact, direct-drive motor.
10. Complete in every way . . . sets up instantly on the job.
11. Conveniently lightweight . . . easily carries to any spot on the job site.
12. Gives modern, *straight-line* materials handling.
13. Has quick-set stops for all popular angle cuts.
14. Makes possible production-line cutting on the job.
15. Does special millwork . . . without mill costs.
16. Cuts all popular building materials including aluminum.
17. Has Underwriters' Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
18. Makes work go faster, more efficiently . . . one saw operator keeps a dozen or more carpenters busy nailing.
19. Custom-built, direct-drive motor minimizes maintenance.

Use your De Walt for framing, concrete forms, interior trim work, special built-ins . . . for *every* cutting need.

Join the thousands of builders who have found an AMF De Walt the *one modern, cost-saving* way to cut and finish lumber, in the shop or on the job.

Another AMF Product

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Send for valuable Free Booklet on Job-Tested Methods for Cutting Building Costs.

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Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

☐ Please send handy Common Rafter Meter. I enclose 25c in coin.

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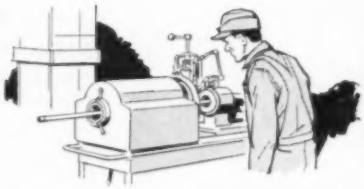
for your own electricity on the job, anywhere, any time



Portable Kohler Electric Plants provide low-cost power and light—eliminate expense and delays of temporary power line hook-ups. Operate saws, planers, drills, grinders, vibrators, pipe threaders and cutters. Two-wheel, rubber-tired hand cart available for portable models. Sizes 500 watts to 35 KW. Write for folder H-1.

Model 2.5M25, *2500 watts, 115 volt AC. Manual starting.*

Kohler Co., Kohler, Wisconsin
Established 1873

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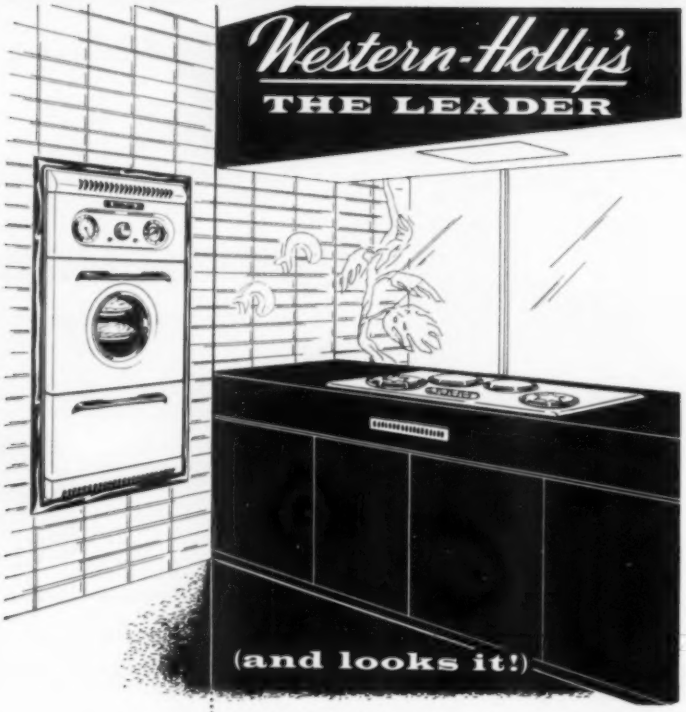
AIR-COOLED ENGINES • PRECISION CONTROLS



BUILT-IN BEAUTY TO LAST A HOUSETIME

SEND FOR COMPLETE SPECIFICATIONS

WESTERN-HOLLY APPLIANCE COMPANY
8536 Hayes St., Culver City, Calif. Dept. AB

Urban renewal is urged on cities

Any city which fails to get an urban renewal plan under way in the near future will "face municipal bankruptcy by 1965," warns Administrator Albert M. Cole, Housing and Home Finance Agency.

Citing the farm-to-city trend, Cole predicted that city and town population will be higher by 25 to 28 million persons in ten years.

"What we have to do is renew our urban pattern," he noted. "We must gradually reshape . . . until decent living has become a reality for all. But a gradual transition does not mean an easy transition. It does not mean that a city can renew itself at its convenience. . . . Urban renewal can be successfully accomplished only on an area-wide basis."

Rehabilitation loans

Meanwhile, Federal Housing Administration has advised its field office directors that consideration may be given to insuring mortgages under provisions of section 207 of the National Housing Act "on any building which might be deemed eligible for rehabilitation by reason of location and convenience and prospective occupancy appeal."

At least 25 per cent of the proceeds of these loans must be devoted to new physical improvements.

High lumber output

Leo V. Bodine, executive vice president, National Lumber Manufacturers Assn., is another who believes credit would seem to hold the key to the pace of new construction during 1956, especially in home building.

Particularly because this is an election year, we may expect prompt easing of present reins in home mortgage activity if home building shows signs of falling off, he noted.

Bodine foresees a market for some 12 billion board feet of lumber—or roughly a third of the association's annual production in recent years—in estimates of approximately 1.2 million non-farm housing starts in 1956.

He also noted that 1955 production of hardwood flooring gained 15 per cent over 1954. Output totaled 958 million board feet in the first nine months of 1955. This compared to less than 836 million board feet in the corresponding 1954 period.

Real bathroom service...

gleaming beauty ...solid utility

Right for relaxation — styled for comfort — and built for SALES ... Hall-Mack's completely new Relaxation Unit is designed for greater beauty and improved utility. Completely recessed — flush with the wall, its gleaming chrome-plated brass frame and bars that hold magazines match the chrome trim of the bathroom plumbing fixtures. Interior finish is a beautiful metallic hammertone texture. Easily installed — the new Relaxation Unit creates fresh interest — adds sales appeal to any bathroom — and provides real bathROOM Service!

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HALL-MACK®

This modern recessed unit provides ample space for...

CIGARETTES, MATCHES AND KNICK-KNACKS
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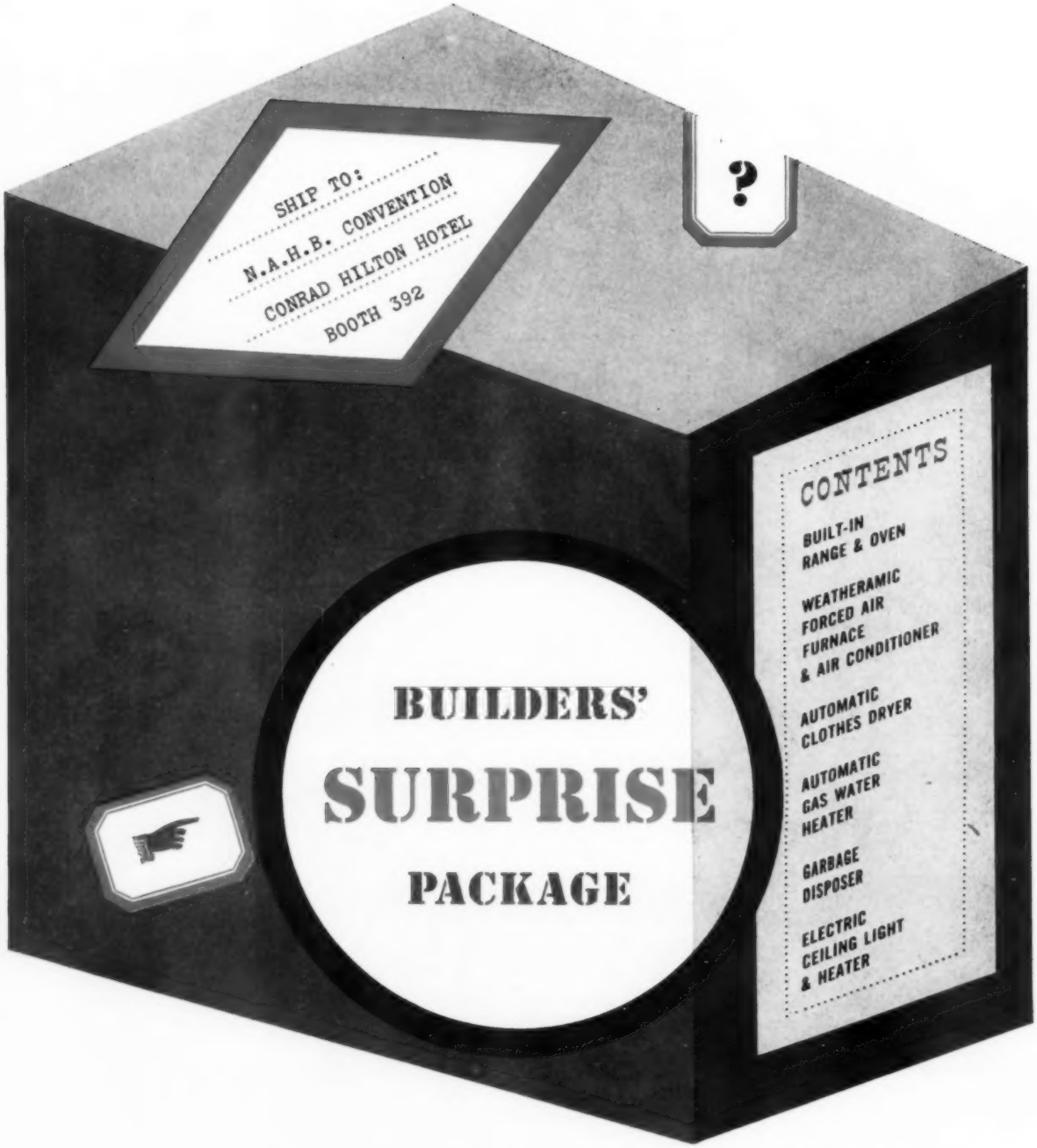
7455 EXCHANGE AVENUE, CHICAGO 49, ILLINOIS
1000 MAIN AVENUE, CLIFTON, NEW JERSEY



You are cordially invited to view this functional appliance package at **BOOTH 392** *Conrad Hilton Hotel ...a joint creation of Utility Appliance Corporation and its affiliate, Mission Appliance Corporation*

UTILITY APPLIANCE CORP.

4851 South Alameda Street, Los Angeles 58, California

Roltite® MIDCONTINENT Adhesive COMPANY

111 SUNSHINE DRIVE, GROVE CITY, OHIO · Phone Grove City 6-6343

TO: ALL BUILDERS, BUILDING SUPPLY DEALERS AND TILE CONTRACTORS

SUBJECT: NEW ROLTITE PLASTIC WALL TILE ADHESIVE

Encouraged by the success of Roltite Cement in revolutionizing the installation of decorative laminates, we decided to spread the magic of Roltite to other jobs in the building industry. A wall tile adhesive was one of the first projects we selected. But we were determined not to bring such an adhesive onto the market until we were sure that we had a product at least as good as the one really satisfactory wall tile adhesive previously available. After five years in the laboratory and two years in the field, testing more than 8,000 formulas, we finally have the product--not just as good--but actually better than the previous best . . .

1. SPREADS EASIER -- not stringy, no thin ridges.
2. DRIES FASTER -- you can start the job sooner.
3. LONGER OPEN TIME -- up to 4 hours.
4. LESS ODOR -- almost none at all.
5. WHITER -- Standard grade OK for most jobs -- Super-Bright White available where exceptional whiteness is required.
6. NO BLEEDING to adjoining surfaces.
7. Of course it surpasses all requirements of Industry's Commercial Standards #CS - 168 - 50.
8. Will not support bacteria or fungus and is not attacked by insects. (At one point, certain tests were delayed for three months while we located a supply of the right species of ant for test purposes.)

There are two more reasons why we are confident that you will quickly come to prefer it over any other brand. One is absolute uniformity, batch to batch and can to can. The other is Roltite's emphasis on giving you all the information you need to get the most from the product. Complete specifications and technical data in the Roltite Technical Bulletin. Complete instructions for using it right on the label and in the illustrated instruction folder which is supplied free with every can. (There's a free spreader with every can, too.)

Ask your Roltite dealer or distributor to show you this helpful literature and to give you the complete story on new Roltite Wall Tile Adhesive. Or drop us a line and we'll send you all the details plus the name of your nearest source.

Cordially,

J. W. Perkins, President

Adhesives Since 1928

New Double-Duty

REMINGTON STUD DRIVER

Sets both ¼" and ⅜" studs in steel or concrete — in seconds!

Light-, medium- or heavy-duty fastening, the new Model 455 Remington Stud Driver speeds the job. It sets *two* different size studs . . . up to 6 studs per minute, either size . . . and offers new possibilities in anchoring conduit clips, steel frames, wood forms and many other fixtures.

Powerful 22 and 32 caliber cartridges drive ¼" and ⅜" studs *solidly* into steel or concrete. For special medium-duty work, the smaller cartridge is used with the larger stud. Result: the greatest flexibility ever in a cartridge-powered tool! Just clip coupon for details about this cost-saving fastening method.

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Please send me your free booklet which shows where and how to use the cost-saving Remington Stud Driver fastening method.

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*Firm*_____

*Address*_____

*City*_____ *State*_____

AM. F.-12

Supply Lines—

(*Continued from page 24*)

In St. Paul, Minn., Harvey B. Bream of M. B. Bream & Son, expects a low supply of cement and gypsum products; reports that "these are items which are impossible to stock and we frankly do not have a solution. We will probably be at the mercy of their market."

Slowdown will level supply

Jack B. Bracy, whose Bralei Homes, Inc., erects modern low-cost units in Little Rock, Ark., predicts that "supply of both labor and material will probably improve in the months ahead as a result of a slowdown in housing starts."

W. D. Jemison Jr., of W. D. Jemison & Sons, Memphis, agrees that a slowdown will take care of material scarcity, indicates that manpower is adequate in his territory, with no excessive wage rise in prospect.

Only one possible shortage comes to mind to George Brown of the Brown & Vaughn Development Co., Pittsburgh: steel I beams. "I do not know how serious it might develop."

No problems at all are anticipated during the early part of the year in the growing Corpus Christi, Texas, area, reports R. O. Woodson, local home builder association president.

Loans priced at 98%

Recent average typical prices being offered for FHA-insured mortgages ranged from 97.6 to 100 per cent of the outstanding amounts of the loans involved. National average was 98.2 per cent, compared to 99.5 per cent at beginning of 1955.

Commissioner Norman P. Mason also released figures showing that quotations were at a par generally in Northeastern states; 98.6 per cent in Middle Atlantic states; 97.6 per cent in the Southeast; 98.3 per cent in North Central states; 97.7 per cent in the Southwest; and 97.9 per cent in the West. He emphasized the quotations are the generally recognized local market and not based on FHA records of actual transactions.

Debt rate up sharply

Outstanding debt on one-to-four-family, non-farm houses rose to a record annual rate of about $13 billion during 1955's first three quarters, according to the Federal Reserve Board. This compared with $9.5 billion in the first three quarters of 1954 and $7.5 billion in the like 1953 period.

Introducing . . .

Decorator

by

National Lock

modern cabinet hardware creations smartly styled in Black and Brass

DECORATOR . . . for the home-owner who wants the very latest in modern cabinet hardware. This distinctive new line by National Lock includes Knobs, Pulls, Backplates in concave and taper designs. Inset hinges for ¾" flush or ⅜" offset doors. Finished in striking Dead Black and gleaming Brass combinations, Decorator cabinet hardware lends pleasing appearance to both natural and painted surfaces. Ideal for use in kitchen, living room, den, game room and other rooms in the home. Individually packaged . . . quickly and easily installed. Modest price and high quality make Decorator an outstanding value.

See it . . .

NAHB EXPOSITION

Space 765 - 766 Coliseum

NATIONAL LOCK COMPANY

Rockford, Illinois · Merchant Sales Division

COLOR IS THE KEYNOTE FOR 1956 BATHROOMS

Briggs Beautyware features New Models, New Arrangements and New Decorative Color Treatments.

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SEE OUR PRODUCTS

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National Association of HOME BUILDERS
Annual CONVENTION EXPOSITION
Chicago
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1956

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Designed to fit any kitchen plan, the complete line of L & H "Custom-Bilt" Electric Ranges offers choice of 5 cooking tops with optional griddle and deep-well cooker. Four oven models, optional Easy-View oven window model, separate warming drawer. Special porcelain enamel decorator color line, including the stunning new Canyon Copper.

3-1044

Custom-bilt* electric range

*REG. U.S. PAT. OFFICE

Visit Booth 129 at the NAHB Convention, Conrad Hilton Hotel, Chicago

Wait'll you see it! This magnificent L & H Classic... the newest addition to the famous L & H line of "Custom-Bilt" Electric Ranges. 6500 cubic inches of **usable** oven space. It's fully automatic, satiny-smooth in gleaming stainless steel and just the ticket to send sales soaring! It's designed for America's growing families—no cramped quarters here—this Classic is **high** (full 18"), **wide** (full 18"), deep (19⅞"), and **handsome** as a stack of shining, new silver dollars. Fits into standard 24" cabinet. Take a look at this new Classic... you'll get a totally new two-way concept; what a built-in oven should be... and the profits you can build by featuring this magnificent built-in oven. There's a lot more than beauty—check these features: perfectly balanced air-cooled door, recessed infra-red smokeless broiler, space-saver baking element, Dual-Range Electric Timer, slanted control panel, heat deflecting hood... but why go on—see it for yourself! Your L & H distributor will provide you with literature and further information.

A. J. LINDEMANN & HOVERSON CO.
Subsidiary of Norris-Thermador Corporation
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BEAUTIFUL THIN LINE SILHOUETTE
FINEST DOUBLE WINDOW PROTECTION
ULTIMATE CONVENIENCE OF SLIDING SASH
THE LOWER PRICE
MEANS SAVINGS FOR YOU

Sash conveniently lift out for cleaning

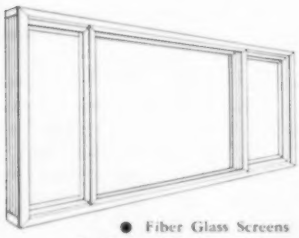
Note These Features:

- TIGHTLY INTERLOCKING SASH
- MOHAIR WEATHERSTRIPPING
- FIBER GLASS SCREENS
- ALL SASH REMOVABLE FROM INSIDE FOR EASY CLEANING
- GLAZED WITH KOROSEAL
- NO PUTTYING OR PAINTING
- NOTHING TO RUST OR ROT
- LASTS FOR THE LIFE OF THE HOUSE

Think of it: a double picture window—interior sash—exterior sash—full height screen at each end—with Fleetlite engineered construction—all at a lower cost than you usually figure for a picture window.

When ventilation is required both side windows can be opened completely. On rainy days open the outside window on one side and the inside window on the other to provide ventilation without danger of water damage to walls or furnishings.

Send for literature and builders' prices on Fleetlite Sliding, Picture Slide and Double Hung Windows.



- Fiber Glass Screens
- Comes Complete with Aluminum Frame
- Lifetime Aluminum Extrusions
- Windows Glide on Nylon Bearings

Fleetlite
AMERICA'S finest WINDOW

FLEET OF AMERICA, INC., 511 New Walden Ave., Buffalo 25, N. Y.

SEWERAGE PROBLEM . . .

(*Continued from page 264*)

ment in recent sewage disposal plants is the need to locate the buildings quite close to the homes served. The odor-producing buildings must be closed in, as at the plant at Myrtle Grove, Fla., and the Golden Gate Motel-Hotel north of Miami Beach. The former development started with a temporary installation for the first 80 homes, with plans to expand facilities by 300-home steps. At first 1200 homes were the expected limit cited to the bidder, but then another development was brought in on the deal.

The Motel-Hotel, one of the largest in the U. S., has facilities for 1240 persons in a limited space.

Some practical guidance

Sage advice on the technique of setting up a water or sewage utility is offered by Robert I. Moss as a result of his experience with his small privately owned water company in Ewing Township, Mercer County, N. J. In his talk at the N. J. HBA annual meeting he pointed out that state agencies were very cooperative, but "intend that the utility facilities be created as a permanent community facility and not as a temporary expedient for the development of real estate." Moss reminded his hearers of the importance of starting processing early and to keep careful records, so that apportionment of costs between building company and utility can be explained to Public Utility Commissioners. His detailed recommendations follow:

Procedure for starting a water supply company

Four Government bodies have to be negotiated with:

1) The local government body gives
   a) permission to incorporate
   b) franchise to use streets.
2) State Water Policy Commission gives
   a) permission to drive wells or tap streams
   b) permission to divert and use a specific quantity of water.
3) State Board of Health gives
   a) approval of water supply
   b) approval of plans and specifications for water supply and equipment.
4) Board of Public Utility Commissioners gives
   a) approval of franchise to use streets

(*Continued on page 314*)

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Visit us at the N.A.H.B. Show— Booths 142-144

a *Beautiful* buy....

... any way you look at it!

SURE, it's beautiful to look at . . . in grain and figure, in warm, light, *modern* color. Glamorous rotary-cut Gold Coast Cherry is the *new* beauty star in flush doors.

More good news! Gold Coast Cherry cuts finishing costs: its beautiful color makes stain unnecessary — its smooth, close texture requires no filler.

Price? *Actually lower than many domestic hardwoods!*

That's Mengel rotary-cut Gold Coast Cherry — eye-appeal, *buy*-appeal — any way you look at it.

See for yourself: order an inspection lot from your distributor. Why not phone or write him . . . *this very profitable minute?*

Door Department, THE MENGEL CO., *Louisville 1, Ky.*
World's Largest Manufacturer of Hardwood Products

Mengel Doors equal or exceed the requirements of Bureau of Standards specifications CS200-55

MENGEL *Flush* **DOORS**

75 years of SERVICE and ECONOMY

for QUICK 'N EASY INSTALLATION

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GAS or OIL FIRED PACKAGED UNIT

by **Koven**

What better way to save valuable on-the-job time than with the quickly installed gas or oil fired packaged unit by KOVEN. Completely wired and assembled, VENKO arrives ready for *immediate* installation — ready to provide the economical heat and hot water, the dependable, long-lasting service builders know and recommend. But see for yourself. Order VENKO now and learn how years and years of careful planning and research have made this gas or oil fired packaged unit a real homeowners' dream come true.

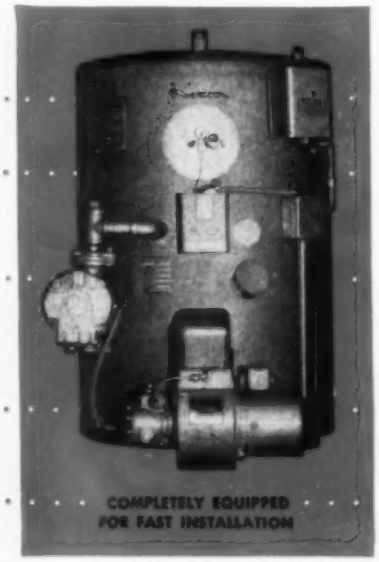
PLENTY OF HEAT AND HOT WATER

FUEL-SAVER— economical to operate

FULLY WIRED AND ASSEMBLED (as illustrated)

FITS THROUGH A 30 INCH DOOR in easy one-man handling crate

BUILT TO FIT THE MODERN HOME



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PLANTS:
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WATERFILM BOILERS, INC.

a division of L. O. KOVEN & BRO., INC.
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CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—$7.50 minimum for 40 words or less. 15c for each additional word.

Display Classified—$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2¼ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

AVOID COSTLY ERRORS IN MATERIAL ESTIMATES!

Use the SUPERIOR 'ESTIMATOR for greater speed, accuracy. An 8-page "blank-space" type guide that eliminates the "forgotten item." All items used in the average house are listed. It's designed for "panel package houses" or loose materials lists.
Materials are listed in "packages" as needed in construction, very convenient for ordering and delivery. Includes: Sub-floor package, basic house, rocklath or sheeting, insulation, flooring, trim, hardware packages.
Send $1.50 to Dept. B, Security Homes Mfg. Co., 1337 Kings Hwy., Kalamazoo, Michigan

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Nationally known organization rated AAA-1 manufacturing reinforced polyester sheet, plate, and shapes seeks responsible individuals or firms to fit in with national distribution plans. Replies must state background and experience. All replies kept in strict confidence. Box #256, American Builder, 30 Church St., New York 7, N.Y.

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LEVELALL

..."better than any transit!"

"When it comes to accuracy, the Levelall is better than any transit,"...writes Mr. Richard S. Otto. LEVELALL is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid...a precision leveling instrument for only $12.95. With it, one man can do the work of two men and a transit.

Send today for your *FREE* copy of "On the Level," a booklet that tells and shows how to use the Levelall.

LEVELALL, 83A Webster St., Rockland, Mass.
☐Please send free booklet, "On the Level." ☐Mail me 75' Deluxe LEVELALL @ $12.95 ☐Regular 50' model at $9.95 ☐Ship postpaid full price enclosed. ☐Ship C.O.D.
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Check these profit-making features!

NEW! THOR POWER TROWEL

Does a better, safer job with less crew time!

- Light weight . . . completely portable
- Blade tilt for floating or finishing work adjustable by large wheel operated by hand or foot . . . no time-consuming blade changes
- Safest trowel on the market . . . *non-rotating* guard ring protects worker, permits work closer to walls
- Nationally serviced Briggs & Stratton 4-cycle engine
- Direct, vertical drive—no belts to wear, slip or replace
- Automatic clutch stops blades at idling speed
- Drive connection is at blade *center* . . . for best efficiency and balance
- 29" guard diameter permits access through standard doors, into basements, etc.
- ¾" tubular, one piece frame . . . extremely durable

For complete specifications, demonstration and price . . . contact your nearest Thor distributor or the Thor branch in the city nearest you shown below.

THOR POWER TOOL COMPANY, AURORA, ILL.

Atlanta	Cincinnati	Los Angeles	Pittsburgh
Birmingham	Cleveland	Milwaukee	St. Louis
Boston	Denver	Newark	San Francisco
Buffalo	Detroit	Long Island City, N.Y.	Seattle
Chicago	Houston	Philadelphia	Toronto, Canada

Export Division, New York City

Thor
PORTABLE POWER
TOOLS

FOREMOST SOURCE for AREAWALLS

SAINT PAUL CORRUGATING CO.

IMPERIAL

Lux-Right®

The Nation's Best

and Allied Economy Grades

made by

The Originators and Largest Producers of Steel Areawalls

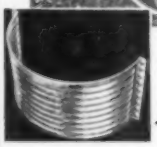
Most complete line in U.S.A.

Steel areawalls in any size, in any height, in any grade, sturdy, bright galvanized, ONE-piece areawalls with Hug-Tite Flanges. Lux-Right, the pacesetter, is handled by distributors coast-to-coast. We have a Lux-Right areawall for your job.

THREE STANDARD SHAPES: Streamlined-Straight, Round, Square. Please see our folder.

Special sizes are our specialty.

STREAMLINED—STRAIGHT



ROUND

IMPERIAL LUX-RIGHT: Long recognized as outstanding for American homes. *Hand-dipped* galvanized after fabrication. Streamlined-Straight & Round.

ECONOMY LUX-RIGHT: For medium-priced homes and housing developments. Available where price is a factor. Tight-coat galvanized.

CASEMENT: For basement, hill and split-level homes. Square Type. Right angle corners let basement windows open wide.

ACCESSWAY: Provides easy access under houses with no basements. Square Type. The right angle corners let doors swing wide open.

We PREPAY freight on 12 units or more. Dealers Everywhere. FREE illustrated folder shows Sizes, Heights, Grades. Phone your Dealer, or Distributor, or write us.

A81

SAINT PAUL CORRUGATING CO.

Expert Fabricators of Sheet Metal Products for 71 Years

SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.

(*Continued from page* 310)

b) supervision and approval of water company financing
c) supervision and approval of rates
d) supervision of rules and regulations of water utility
e) supervision and controls of water utility system of accounts
f) general supervision of all utility business.

The specific steps are:

1) secure a competent attorney and engineer and with them;
2) from the local government body get permission to incorporate;
3) from the local government body get franchise to use streets;
4) from the Board of Public Utility Commissioners get approval of franchise to use streets; from the State Water Policy Commission get permission to drive your well or tap your stream; from the State Water Policy Commission also get permission to divert and use the specific quantity of water you will require as determined by the engineer; also from the State Board of Health get approval of your water supply and approval of plans and specifications for the water supply and equipment.

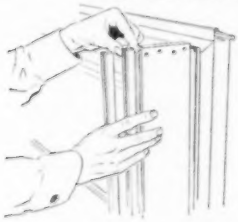
All the items listed as step #4 should be done simultaneously because each department requires the previous approval of the other departments.

This apparent impossibility is solved by cooperation between departments.

5) At any time after the Board of Public Utilities Commissioners have approved the above mentioned franchise to use the streets, you request from the Board of Public Utilities Commissioners approval of the water company financing.
6) You request of the Board of Public Utilities Commissioners approval of your water rates. If when you file the water rates with the Board of Public Utilities Commissioners there is no objection made, you are in business provided construction is completed and all the previously referred approvals have been obtained.

This has been the third in American Builder's series on Community Facilities. Future issues will contain further material on this subject.

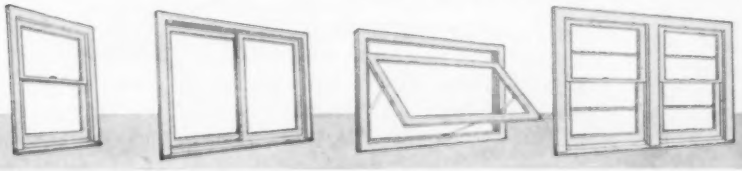
These "Little People" mean BIGGER BUSINESS for the future



Malta windows save builders time and money with their easy-to-remove jamb liners. Permits adapting frames to walls of varying thicknesses from 5¼" to 4½".

Build sales-appeal with MALTA windows. A club house today, homes of their own tomorrow . . . and for every home, dozens of MALTA windows. The children of the past decade . . . the record-breaking rise in population guarantee a big boom in building for years to come. With this building will come even greater demands for the fast-moving, high volume line of MALTA wood windows. See the complete line of MALTA wood windows on display in booths 561-562 at the 1956 NAHB convention in the Hotel Sherman.

MALT-A-MATICS — MALT-A-VENTS — MALT-A-GLIDES — MALT-A-MASTERS . . . a line that brings versatility, style and economy to every type of home. Write for literature, today, and the name of your MALTA jobber.



MALT-A-MATIC MALT-A-GLIDE MALT-A-VENT MALT-A-MASTERS

THE Malta MFG. CO.

Sales Office: Athens, Ohio

Supreme Quality Since 1901
Member Ponderosa Pine Woodwork Assn., and N.W.M.A.

The Month Ahead

TRAVEL FOR PROFIT

If you're planning a late-January and early-February vacation, why not include a tour of some of America's outstanding home projects. NAHB headquarters can help you route your trip. And American Builder can also give you leads.

MORE POWER TO YOU

As you can see in this issue, or at the Chicago NAHB show, 1956 will see striking progress in new tools, power equipment, machinery for speeding up construction. February is a good month to overhaul and tune up what you have and to place orders for new items that you will want on hand for an early Spring start.

HOW'S *YOUR* OHI?

When the government kicks off Operation Home Improvement this month, better take a look at your own office or displays. Do they indicate that you house your own business in the way you expect your customers to house themselves? Appraise what you have and if it doesn't look top-notch, start your own OHI in February.

NEW BUSINESS

Speaking of OHI, you may not know that many consumer shelter-magazines are tying-in to the campaign in a big way. House Beautiful, for example, will devote its entire February issue to modernization. So be prepared next month for many inquiries from new customers.

Better business ahead

We told you early in December that the government would ease up on credit when it began to look like starts next year would drop to less than 1.25 million. We said that the first sign would be a return to the 30-year maximum repayment period on home loans backed by FHA and VA. Between the press date of our January issue and the time you read this paragraph, that "first sign" may have occurred; if it has not, look for it very soon, certainly by next month. We do not think that the new down payment requirements, imposed July 30, will be eased at the same time; we think that will come later, when election year politics go into high gear. In the meantime, our advice for February: be ready for increased demand from those customers whose monthly incomes would not stretch far enough to cover the higher monthly payments of the 25-year repayment term.

Deadline

February should be your absolute deadline for anticipating your needs for materials that may be in short supply next year; you should begin to get committments on them next month. That's because, if the money market turns soft (as we think it will) and Operation Home Improvement gets off to a flying start (as we think it will), shortages will be even more acute than you had feared.

Do your share

Title I is due to expire next September. Join the strong move that will start next month to push legislation for a permanent Title I. Do this by writing to your congressman. Make it short, but make it clear why you think a permanent Title I would be a good thing. Follow up your letter every month thereafter with a postcard.

Walls Formica Grey Milano No. 2-EM-1
Vanitory Top Pink Milano No. 4-EM-1
Vanitory Base, Brachen Maple No. 37-GP-44

Your prospects will be asking for *the new luxury look of Formica Milano*

When this bathroom is shown to millions of prospective new home owners, Formica pattern, Milano, will be on its way.

Milano will appear in full color ads in bathrooms and kitchens in many national magazines in the coming months. You'll want to know about it first.

Produced by Formica's exclusive Kaleidoscopic process the beautiful design never repeats itself but gives millions of different subtle color shadings in an ever-changing pattern.

Milano will be introduced to the builders and to the press at the Chicago N.A.H.B. show at the Conrad Hilton Hotel. Be sure and visit us at space 170-171 and see this newest pattern and more than 70 other colors of the world's most famous laminated plastic.

Because their customers know and trust the Formica brand name, builders the country over use it to help create profitable sales.

DEMAND THIS CERTIFICATION

This mark certifies genuine
REMOVE WITH SOAP AND WATER

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

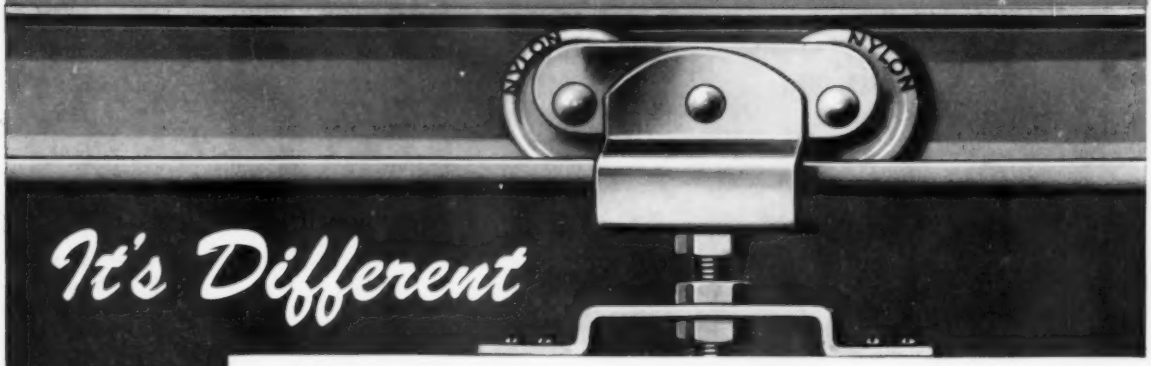
Beauty Bonded
FORMICA
Laminated Plastic
Pays in Performance

If you would like to have plans for the Vanitory unit illustrated, send to

FORMICA
4514 Spring Grove Ave.
Cincinnati 32, Ohio

In Canada:
Arnold Banfield & Co. Ltd.
Oakville, Ontario

National SLIDING DOOR HARDWARE



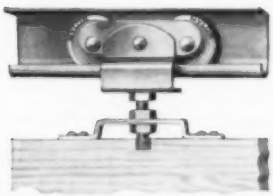
It's Different

SERVES EVERY THICKNESS OF DOOR... EASY TO INSTALL!

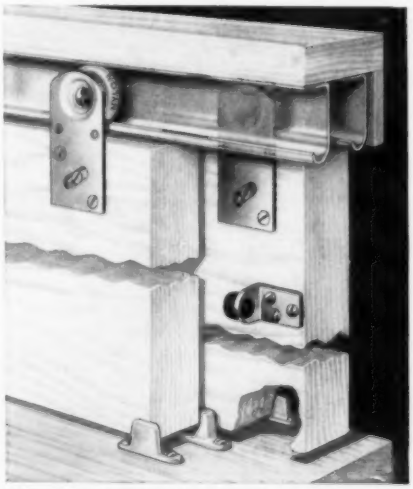
The interior sliding door has won popular acclaim for its convenience and space saving features. Each door glides into its own recessed pocket instead of swinging out into the room like the conventional hinged variety of door.

Hangers are made in two popular styles, the No. 185 2-wheel, adjustable type, and the No. 182 single-wheel design. Large Nylon wheels 1⅜ inches in diameter carry the door load with ease, and require fewer revolutions in operation. Never need lubrication.

Track is 16-gauge Steel, Hot Galvanized and is furnished in 44, 56, 60 and 68 inch lengths. Track fits every door thickness.



No. 185 Sliding Door Hanger Adjustable



View showing complete assembly of No. 182

NATIONAL MFG. CO.

Our new catalog No. 26 now being mailed to our dealers. There is a copy reserved for you.

National MANUFACTURING COMPANY *Sterling, Illinois*